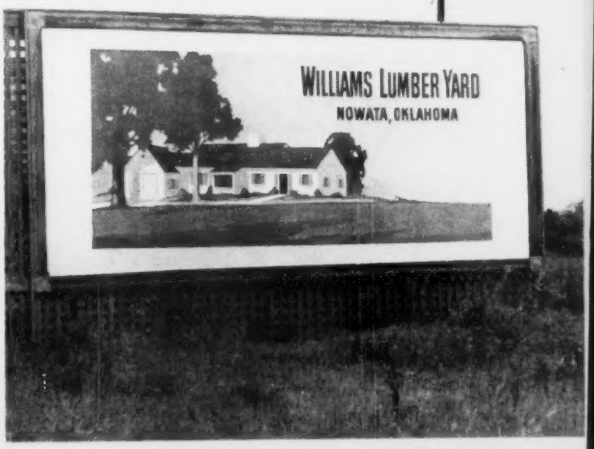
Southern BUILDING SUPPLIES

SEPTEMBER, 1950

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



Freshly Painted, Well Worded Highway Signs Bring 'Em In

ADDS VOLUME with GARAGES and HOME ADDITIONS

STEEL WINDOWS GAIN in POPULARITY for HOMES

10,700 Copies This Issue

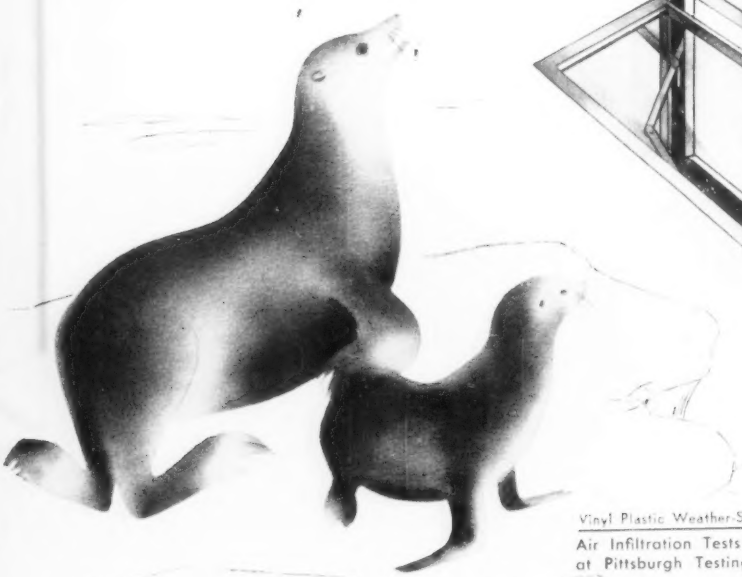
Seals tight!

Miami Aluminum Awning Window closed, seals into one compact weather-tight unit because glass panels are designed with overlapping flanges. This feature assures absolute weather protection through double metal contact. *No Weather Stripping is Required.*

Both sides of glass panes are supported by "Patented", concealed cross-shaft, joining panels into one smooth working unit. This exclusive feature enables heavy duty operator to close window weather-tight, sealing out wind, water and cold, quickly and easily. *No Weather Stripping is Required.*

Miami Aluminum Awning Window constructed from extra heavy extruded aluminum alloy sections requires no painting, no up-keep, no maintenance of any kind and . . . *No Weather Stripping is Required.*

Dealerships are invited! This easy to sell, nationally advertised, all aluminum window, means big profits to qualified dealers. See it in 1950 Sweets File, $\frac{17a}{11}$ or write today for further information . . . **Miami Window Corporation, P. O. Box 356, Miami 42, Florida.**



Vinyl Plastic Weather-Stripping can be installed if Desired.

Air Infiltration Tests Taken, Passed and Approved at Pittsburgh Testing Laboratories, Pittsburgh, Pa.

MIAMI AWNING WINDOW

SOUTHERN BUILDING SUPPLIES is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Ga. Executive and Editorial Offices, 400 Peachtree St., N.E., Atlanta 3, Ga.

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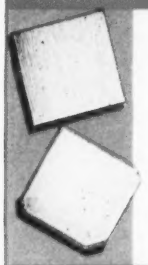
Volume 5 Number 9

All the New Features your customers want—

ASBESTONE

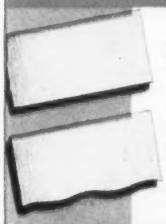
ASBESTOS-CEMENT BUILDING PRODUCTS

ASBESTONE ROOFING SHINGLES



STYLE	FINISH	COLORS
Dutch Lap	Wood Grain	Green, Black, White, Red, Gray and Blends
Hexagonal	Smooth	

ASBESTONE SIDING SHINGLES



Straight Edge	Wood Grain	White, Buff-tone Blends
Wavy Edge	Wood Grain	Green-tone Blends, Gray

ASBESTONE *Super "6"*

CORRUGATED ROOFING and SIDING

Light Weight—
Amazing Strength
6" Corrugations

Makes a faster-draining roof

Looks like tile—
wears like rock

CHOICE OF COLORS
Tile Red — Natural Gray

Fireproof
Weatherproof
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No Painting
No Upkeep
Insulating

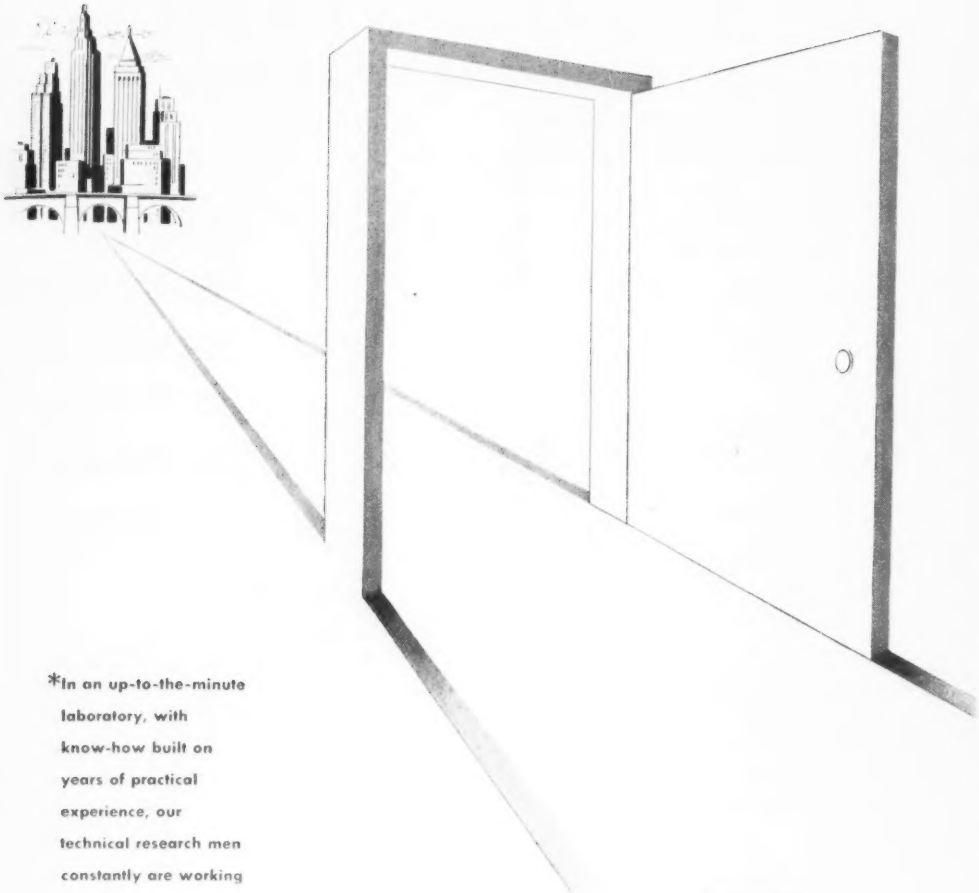
Lasts a Lifetime!

ASBESTONE CORPORATION

5300 Tchoupitoulas Street • New Orleans 15, La.

Specialists in Asbestos-Cement Building Products for over 25 Years

cement with a future*



*In an up-to-the-minute laboratory, with know-how built on years of practical experience, our technical research men constantly are working to make tomorrow's Hermitage Cements better than today's.

PORTLAND

HIGH EARLY STRENGTH

AIR ENTRAINING

MASONRY

Hermitage Cements

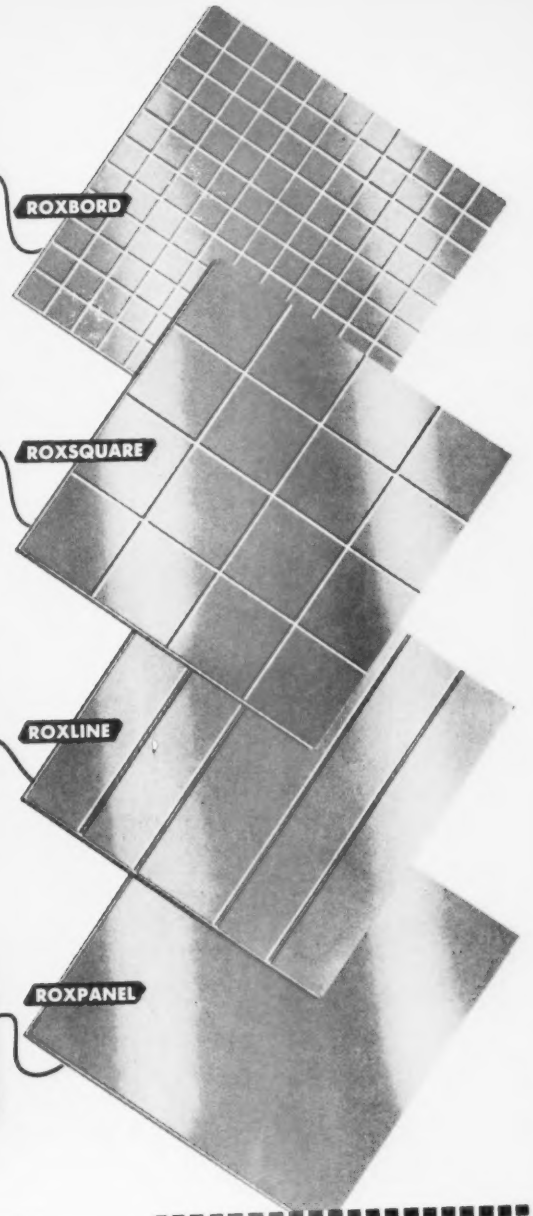
Hermitage Portland Cement Company • AMERICAN TRUST BUILDING, NASHVILLE 3, TENN.

SOLD BECAUSE ROXDALE PRODUCTS HAVE more selling features. THE NEW EXCLUSIVE 4¼" x 4¼" TILE SIZE BLOCK; THE EXTRA-WIDE BEVEL-EDGED SCORELINE; THE HIGH GLOSS, BAKED-ON FINISH; THE HALF-STRIPE, HALF-SCORE ON ALL FOUR EDGES MAKE ROXDALE TOPS WITH HOME-OWNERS.

SOLD BECAUSE ROXDALE MANUFACTURES A COMPLETE RANGE OF COLORS, SIZES AND PATTERNS. ROXSQUARE ROXDALE'S NEWEST PATTERN, 4' x 4' SHEETS SCORED INTO 12" x 12" BLOCKS HAS EARNED WIDE ACCEPTANCE AS A NEW, PERMANENT CEILING MATERIAL. THE OTHER PATTERNS ARE MADE IN 4' x 4', 4' x 6', 4' x 8' SIZES.

SOLD BECAUSE IT'S GUARANTEED! YES, THE EXCLUSIVE WRITTEN ROXDALE FACTORY GUARANTEE, SPECIFICALLY STATING THAT ROXDALE PRODUCTS WILL NOT CHIP, CRACK OR PEEL, BRINGS YOU EXTRA SALES AND ADDED PROFITS.

SOLD BECAUSE ROXDALE'S HARD-HITTING MERCHANDISING HELPS YOU SELL IT. ADVERTISING, WINDOW DISPLAYS, COLOR CHARTS, SAMPLES, BOOKLETS, INSTRUCTION SHEETS, ETC., BRING ROXDALE DEALERS THE PLUS INSTALL-IT-YOURSELF BUSINESS ADDED TO CONTRACTOR TRADE.



CASH IN NOW. GET THE COMPLETE FACTS ON ROXDALE'S HIGHER QUALITY, BETTER MERCHANDISING AND COMPETITIVE PRICES. SEND COUPON TODAY. WE'LL RUSH DETAILS.

Roxdale Building Products Corporation
2916 White Plains Road, New York 67, N. Y.
Without obligation, please give me the facts on handling Roxdale tileboard as a Dealer ☐ or as a Distributor ☐ (please check proper box)
SBS-9
Name
Street
City Zone State

Roxdale Products Corp.
New York 67, N. Y.

A FEW DISTRIBUTOR'S TERRITORIES ARE STILL OPEN IN THE SOUTH, MID-WEST AND FAR WEST.

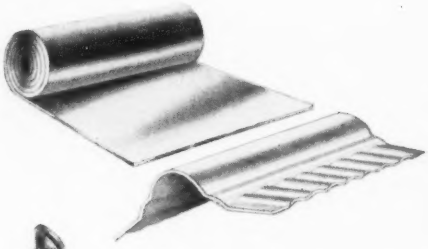
FARSIGHTED DEALERS

SELL SSIRCO ALUMINUM ROOFING

Or, we should say . . . *foresighted* dealers. Because the dealer who's *foresighted* enough to offer SSIRCO Aluminum Roofing Products to his customers will sell them whether he's farsighted, *nearsighted* . . . or BLINDFOLDED!

Here's why. First, all SSIRCO Aluminum Roofing Products are made for lifetime service—quality that will bring your customers back next time they need roofing products. . . . Second, they are priced right for your customers *and* to provide you with a pleasing markup. . . . Next, with SSIRCO, all your needs are available from a single source—you know how that simplifies your operation all around. And finally, you can sell all of SSIRCO's Aluminum Roofing Products—as well as its complete line of other building materials—without carrying large stocks yourself . . . SSIRCO does that for you! Its *fourteen* warehouses (count 'em below) located throughout the South mean *Overnight Delivery* to you—or *Drive-In* pickup if you prefer.

Think over these advantages—in product quality, profit, completeness of line and service. It pays to be *foresighted with SSIRCO.*



Corrugated Roofing
and Siding
5-V-Crimp Roofing
Lock-Tight Roofing
Shingles
Gutters and Downspouts
Roof Fixtures
Nails

Write Today . . . or phone or wire . . . for complete information on the profit possibilities for you as a SSIRCO Dealer—selling SSIRCO's complete line of aluminum roofing products. Don't delay!

SSIRCO

Manufacturers & Distributors

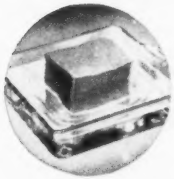
SOUTHERN STATES IRON ROOFING COMPANY

Savannah, Ga. Atlanta, Ga. Albany, Ga. Tampa, Fla. Orlando, Fla. Jacksonville, Fla. Birmingham, Ala. Hattiesburg, Miss. New Orleans, La. Nashville, Tenn. Memphis, Tenn. Louisville, Ky. Raleigh, N. C. Columbia, S. C. Richmond, Va.

5 Reasons why builders like Lo-K INSULATION

And why you'll be smart to sell it

1. WON'T FLAME. Lo-K is permanently flameproofed. Give it the blowtorch test. You'll find it merely chars without flaming—won't melt or fall apart. That's why it acts as a fire-stop.



2. RESISTS MOISTURE. Float a piece of Lo-K on a pan of water. Let it stand for days. You'll see that while the water will evaporate, only the part in contact with the water will be wet—the rest will be perfectly dry. That's because Lo-K does not attract moisture by capillary attraction.

3. COSTS LESS APPLIED. On the basis of applied cost, Lo-K is the most economical insulation builders can buy. Extreme light weight makes it easy to handle and reduces structural load factor. 1½" fastening flange speeds application. And Lo-K contains no harsh particles that irritate the skin and slow up workmen.

4. INSULATES BETTER. With a .24K factor, Lo-K has the greatest insulating value of any commonly used insulating material.

5. LASTS LONGER. Lo-K will not mildew, attract vermin or deteriorate with age.

EASY FOR YOU TO STOCK AND HANDLE

Shipped in compressed form, Lo-K requires only ⅓ as much storage space as most other insulations...entails less trucking... increases your net profit.

Available in open or enclosed blanket types—with either aluminum foil or asphalt kraft paper vapor barrier.

MAIL THE COUPON TODAY

LOCKPORT COTTON BATTING CO.
Lockport, New York

Gentlemen: Please send me the name of my nearest Lo-K Distributor.

NAME

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CITY ZONE STATE

TYLAC *Scores Again!!*

WITH THE NEW

CONTOUR BEVEL Score Line

on the NEW Miracle Walls by TYLAC

ORDERS ARE POURING IN FOR THE NEW CONTOUR BEVEL SCORE LINE, MIRACLE WALLS by TYLAC

From all sections of the country Jobbers and Dealers are sending in orders for the new Contour Bevel Score Line, Miracle Walls by TYLAC. Always a leader in the field, TYLAC now offers the new and beautifully soft, smoothly rounded edge score lines that add even greater charm and distinction to TYLAC decorated walls.

TYLAC is easy to sell because it's the most alluring, appealing wall board on today's market — because its lustrous, mirror-smooth surface will not crack, craze, chip or peel — because it's so easy to clean and because its 18 entrancing colors and 4 designs lend themselves to unending varieties of decorative harmonies and contrasts.

Decide, NOW, to stock Miracle Walls by TYLAC and see for yourself how quickly sales will grow — and profits too. Sell TYLAC with the new Contour Bevel Score Lines — and Score More and Greater Sales — always.

NOW!
THE ULTIMATE IN BEAUTY PERMANENCE ECONOMY

Write us today for our liberal Sales and Merchandising plans— our many advertising and sales helps—prices and discounts.

TYLAC COMPANY MONTICELLO, ILLINOIS

PIONEERS IN THE PREFABRICATED WALL PANEL INDUSTRY

FREE to Building Supply Dealers

★ ★ ★ **Use Handy Coupon Below**

PRINTED HELPS

198. Protective Paper. Two folders on uses of Sisalkraft protective papers are sent on request. One describes covering and protection uses. The other describes low-cost lining for attics, poultry houses, and other uses. The Sisalkraft Company, 205 W. Wacker Drive, Chicago 6, Ill.

209. Sink Frames. The illustrated folder shows time- and work-saving features of Chromedge Tap-N-Rol frames in installation of modern sink-top coverings. It tells how these frames lock edges of materials with a tight, waterproof grip. The B and T Metals Company, Columbus 16, Ohio.

211. Ajax Hardware. New catalog covers the Ajax "Hardware of Prestige" line of cabinet and miscellaneous builders hardware. Chart gives comparative finish symbols of 29 leading hardware manufacturers as compared to the U. S. standards. The Ajax Hardware Manufacturing Corporation, 4351 Valley Blvd., Los Angeles 32, Calif.

212. Flush Doors. An eight-page catalog gives details of design and construction of Mengel hollow-core and solid-core flush doors. Included are complete specifications, sizes, weights, and face species. Plywood Division, The Mengel Company, Louisville 1, Ky.

215. Thrif-T Woodwork. Illustrated 48-page catalog contains complete descriptions and specifications of Thrif-T packaged millwork items for windows, casements, exterior and interior doors, china cases, wardrobes, mantels, overhead garage doors. The Roach and Musser Company, Muscatine, Iowa.

216. Aluminum Sink Frames. Four-color folder gives complete instructions for installing Trimedge extruded aluminum sink frames. Imprinted with the dealer's name, the folder is an appropriate self-mailer. Trimedge, Inc., 4021 Mahoning Avenue, Youngstown 1, Ohio.

219. Builders Hardware. New items and improvements in the Adams-Rite line of locks and builders hardware specialties are shown in catalog No. 40. The Adams-Rite Manufacturing Company, 540 W. Chevy Chase Drive, Glendale 4, Calif.

225. Kitchen Planning. A 20-page booklet gives principles of kitchen and laundry planning, and shows use of Westinghouse major electric appliances. Westinghouse Electric Corporation, Appliance Division, Mansfield, Ohio.

231. Sash Balance and Pulleys. Grand Rapids invisible sash balance and sash pulleys are clearly described and shown in a 16-page catalog. Instructions are included for installations in all types of double-hung windows. Grand Rapids Hardware Company, Grand Rapids 2, Mich.

233. Ideal Millwork. Folders illustrate and describe Ideal Brand kitchen cabinets, wood window units, colonial entrances, fireplace mantels, linen and corner cabinets, and other millwork. William Cameron and Company, Wholesale, Box 889, Waco, Tex.

235. Complete Fan Line. Two-color, 12-page catalog shows Frigid Economy Fan Line for 1950. All types of air circulators, industrial exhaust fans, attic fans, automatic shutters, blowers, and Lo-Boy fans are pictured; sizes, specifications, prices are listed. Circulators and Devices Manufacturing Corporation, 128 32nd Street, Brooklyn 32, N. Y.

236. Metal Thresholds and Saddles. Illustrated catalog No. 9 lists 38 types and designs of thresholds and saddles in aluminum and brass, and also a complete line of other metal weatherstrip material. Southern Metal Products Corporation, 921 Rayner Street, Memphis, Tenn.

237. Material-Handling Equipment. A specification chart for 45 standard Ross carriers is included in an attractive new bulletin. Various models are shown in action in the photographs. The Ross Carrier Company, Benton Harbor, Mich.

240. No-Draft Sash Balances. Illustrated folder shows how these spring-operated sash balances save time in building, assure easy window opening, and weatherstrip windows. Master Metal Strip, Inc., 1721 N. Kilbourn Avenue, Chicago 39, Ill.

241. Iron Fences. An attractive two-color catalog contains photographs of a wide variety of Stewart iron entrance gates and fences. Details and specifications are included. The Stewart Iron Works Company, Inc., P. O. Box 1039, Cincinnati 1, Ohio.

243. Exterior Plywood. "Better Farm Buildings with Exterior Plywood" is a two-color folder that covers use and construction of farm buildings and equipment of plywood. It includes over 100 photographs, charts, tables, and construction details. The Douglas Fir Plywood Association, Tacoma Building, Tacoma 2, Wash.

245. Stained Shingles and Shakes—five new folders give detailed application instructions for stained shingles, processed shakes, hand-splits, and tapersplits. Full colors are shown. The Colonial Cedar Company, 600 West Nickerson St., Seattle 99, Wash.

246. Plywood Catalog. The 1950 Weldwood catalog is profusely illustrated. Among the 66 products described are many new finishes and grades of plywoods. The United States Plywood Corporation, 55 West 44th Street, New York 18, N. Y.

249. Plastic-Faced Plywood. Four-page folder with colored illustrations contains technical data and suggested uses for GPX, plastic-faced plywood, in residential and commercial construction. The Georgia-Pacific Plywood and Lumber Company, Southern Finance Building, Augusta, Georgia.

259. DeLuxe Tileboard. Folders describe six distinctive patterns of Miratile deluxe tileboard and Miratile Leatherpanels, made of ⅛-inch

(Please turn to page 10)

SOUTHERN BUILDING SUPPLIES
806 Peachtree St., N. E.
Atlanta 5, Georgia

Please send me, without obligation, the free literature described in the September, 1950, issue of S. B. S. with these key numbers:.....

.....

Name.....

Position.....

Firm.....

Mail Address.....

City, State.....

Sell

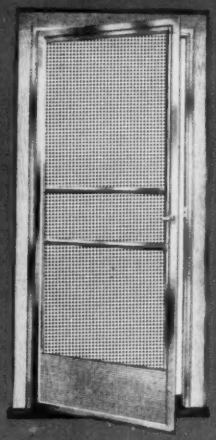
BUILDING PRODUCTS MADE OF EVERLASTING ALUMINUM!

• SCREEN DOORS • SCREENS
• SCREEN ENCLOSURES
• SCREEN PORCHES

Sell Alumatic all-aluminum screen doors

Rugged-ly built of extruded sections and Alclad aluminum screen wire. Perfect fit assured because special frame adjusts house door opening to fit screen door. Easy to sell and easy to install.

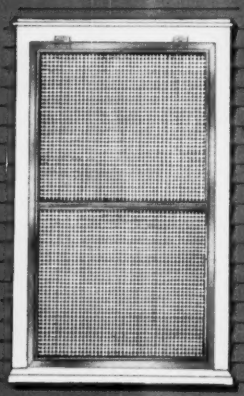
- Shipped as a "ready to install" easily deliverable package.
- Complete with closure, frame, and all hardware.
- Immediate delivery in all sizes.
- No upkeep for the homeowner.
- Adds utility and beauty to all types of homes.



Sell Alumatic all-aluminum full and half screens

A complete line of all-aluminum full and half screens is available for wood or metal windows. Lightweight, durable, long-lasting. Easily removed from indoors. Easy to handle and demonstrate. Complete with hardware

- Low cost — high quality.
- Priced to compete with wood screens.
- Sizes to fit every window



Alumatics LEAD THE FIELD

ALUMATIC NATIONAL ADVERTISING MEANS CUSTOMER ACCEPTANCE!

SATURDAY EVENING POST,
BETTER HOMES & GARDENS,
GOOD HOUSEKEEPING
FORTUNE

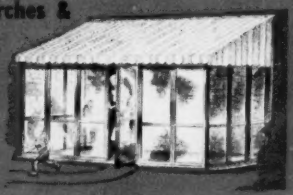
Replacement or Refund of Money — Guaranteed by Good Housekeeping — Not as Advertised Therein

Alumatic products are pre-sold for you to millions of homeowners!

Alumatic all-aluminum construction means customer satisfaction! Aluminum extrusions mean rugged and long-lasting construction, without trouble.

Sell Alumatic all-aluminum screen porches & enclosures

- Easy to sell, easy to install.
- Complete with all hardware and screen doors.
- Adaptable to any size required.



Nothing else like them on the market! Made of extruded aluminum sections and Alclad non-rusting aluminum screen cloth. Easy to install. Can be taken down or set up in minutes without special tools.

FOR MORE INFORMATION ABOUT MONEY-MAKING ALUMATIC ALUMINUM PRODUCTS

Write

I am interested in selling Alumatic aluminum screens, screen doors, and screen porch enclosures. Please send me complete information.

Name _____
Company _____
Address _____
City _____ Zone ____ State ____

Replacement or Refund of Money — Guaranteed by Good Housekeeping — Not as Advertised Therein

Alumatic® CORPORATION OF AMERICA

2081 S. 56th St. • Milwaukee 14, Wisconsin

MANUFACTURERS OF FAMOUS ALUMATIC ALUMINUM COMBINATION WINDOWS AND DOORS

Increase Living Space

With Har-vey Easy-Acting

Sliding Door Frame Units and

Douglas Fir doors

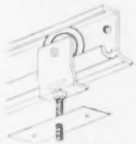
HAR-VEY sliding door units save valuable floor space by permitting doors to slide silently and easily into the walls and out of the way... they solve many architectural problems in close-clearance areas, give greater convenience and permit use of *all* the floor space in homes, apartments, offices, and other structures.

The Douglas fir frame and hardware assembly comes ready to install in standard 2x4 walls. There are many styles of 1⅜" thick Douglas fir interior doors which can be selected for use with the Har-vey sliding door unit. Installation is simple; saves time and money in building.

Lumber dealers everywhere can supply builders with these perfected sliding door units—one modern way to make a home truly efficient!

Har-vey sliding doors roll silently into the wall—out of the way

The frame is made from selected kiln-dried Douglas fir lumber; precision-cut at the factory and assembled to require minimum installation time. Full instructions for installing come with each unit of the Har-vey sliding door.



The aluminum track and bronze hanger assembly are carefully machined and manufactured with excess strength for trouble-free operation, without adjustment or oiling. Oilite-bearing fiber-rollers glide silently at the touch of a finger!

Fir Door Institute

Tacoma 2, Washington

fdi

Remember—More than 6 out of every 10 doors in today's homes are Douglas fir doors!

PRINTED HELPS

(From page 7)

Order this FREE LITERATURE by filling in coupon on page 7 of this S*B*S, then mail!

Masonite tempered hardboard. The Tile Board Panel Division, Miratile Manufacturing Company, Inc., JS, 600 West 81st Street, Chicago 20, Ill.

260. Aluminum Products. A new eight-page catalog shows Reynolds Lifetime aluminum roofing, siding, reflective insulation, gutters, downspouts, built-up roofing, and casement windows. Reynolds Metals Company, 2036 South Ninth Street, Louisville 1, Ky.

261. Decorative Plywood. Descriptive folder shows installations of Plytex decorative wall paneling in homes and stores. Instructions are included for obtaining two-tone colors. The Plytex Corporation, 1440 Willow Street, Chicago 22, Ill.

262. Aluminum Screens. Several colorful circulars describe advantages of Fabrico all-aluminum screens for double-hung wood windows and metal casements. Their light weight, great rigidity, and ease of installation are explained. Screens and Fabricated Metals Corporation, Box 31, North Bergen, N. J.

263. Hollow-Core Doors. Selling points of Paine Rezo hollow-core flush doors are described in an attractive three-color folder. Sketches show interlocking air-cell grid core and other construction details for various door styles. The Paine Lumber Company, Ltd., Oshkosh, Wis.

264. Asphalt Shingles. A new four-color folder for consumer distribution shows the interlocking windproof feature of Ruberoid Dubl-Coverage Tite-On shingles. When held up to the light, this clever folder shows the double and triple coverage of the shingles. The Ruberoid Company, 500 Fifth Ave., New York 18, N. Y.

265. SSIRCO Building Products. Illustrated literature, newspaper advertising mats, radio scripts, instruction sheets, and price lists are available on roofing, siding, plywood, wallboard, insulation, garage doors, and screening. Advertising Department, Southern States Iron Roofing Company, P. O. Box 1159, Savannah, Ga.

266. Stanley Hardware. Six colored, illustrated consumer folders are available on Stanley Roll-Up garage doors; paneled garage door with Econ-O-Matic swing-up hardware; ornamental black hardware; screen hardware; cabinet hardware, and sliding doors. The Stanley Works, New Britain, Conn.

267. Metal Building Products. An illustrated pocket catalog shows the complete line of Leigh metal building products. Information is included on door canopies, window awnings, ventilators, ornamental shutters, package receivers, dust chutes, clothes chute doors, and flower boxes. Air Control Products, Inc., Coopersville, Mich.

268. Fireplace Unit. An eight-page circular describes advantages of Heatform, a heat-circulating fireplace. Other special literature sent to dealers. The Superior Fireplace Company, 601-V North Point Road, Baltimore 6, Md., or 1708-D East 15th Street, Los Angeles 21, Calif.

269. Hinges, Other Hardware. A 126-page catalog contains illustrations and specifications of some 3,000 types and sizes of Hager hinges, hasps, shelf brackets, mending plates, corner braces, and window hardware. C. Hager and Sons Manufacturing Company, 139 Victor Street, St. Louis 4, Mo.

270. Maple Flooring. Six new folders are available on The "Thrifty Third" of Hard Maple and Birch; Where Second Grade Means Excellent; Northern Hard Maple Flooring; For Real Economy—Use Third Grade; Useful 1½-Inch Face Width; Finishing Northern Hard Maple the MFMA Way. The Maple Flooring Manufacturers Association, 46 Washington Boulevard, Oshkosh, Wis.

271. Clay Pipe and Specialties. Attractive two-color booklet describes Oconee vitrified clay sewer pipe, fittings, flue, brick, drain tile, and structural specialties. Brief history of company included. The Oconee Clay Products Company, Milledgeville, Ga.

273. Aluminum Casement Windows. A 10-page, four-color catalog shows the complete line of Ualco Life-Time aluminum casement windows in standard and modular sizes. Drawings of installation details and suggested uses included. Advertising material is available to dealers. The Union Aluminum Company, Inc., Sheffield, Ala.

274. Masonry Cement. Pocket-size booklet contains suggestions for better masonry construction, tables showing amounts of mortar and masonry products needed, and general information on Cumberland Portland Cement Company, Chattanooga Bank Building, Chattanooga 2, Tenn.

275. Marlite Paneling. The Marlite color folder—a "miniature catalog" for prospective customers—tells the complete story about these plastic-finished panels in wood and marble patterns. The complete range of colors is shown. Marsh Wall Products, Inc., Dover, Ohio.

276. Metal Moldings. Consumer literature on Chromtrim aluminum and stainless steel moldings offered free to dealers. These product sheets show owners how to streamline old bathrooms, playrooms, and other parts of the home. The R. D. Werner Company, Inc., 295 Fifth Avenue, New York 16, N. Y.

277. Builders Hardware. Catalog No. 11 shows Sterling door hanger installations, track lengths, and information on edge pulls, flush pulls, and door guides. Catalog No. 9 shows installation instructions for casement window and transom operators, extension hinges, adjusters, and pull-tite closers. The Sterling Hardware Manufacturing Company, 2345 Nelson Street, Chicago 18, Ill.

278. Red Cedar Shingles. A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, 5510 White Building, Seattle 1, Wash.

279. Insulating Sheathing. Two new folders are available on Insulite Bildrite sheathing. No. 65 tells complete story on this sheathing, describing uses, properties, and sizes. No. 75 discusses the problem of moisture condensation and its elimination by Bildrite and sealed Graylite Lok-Joint lath. Insulite, 500 Baker Arcade Bldg., Minneapolis 2, Minn.

290. Appliance Sales Aid. For distribution to builders, a new 16-page booklet is designed to emphasize consumer preference for homes with electric appliances included in the sale price. A cost analysis chart showing monthly payments of various groups of appliances is included. Electric Appliance Division, Westinghouse Electric Corporation, Mansfield, Ohio.

291. Tileboard. Roxbord tileboards in three patterns, as well as other Roxdale products, are described in a new consumer catalog. Retail prices are given for products and for approximate complete room installations. The Roxdale Building Products Corporation, 2916 White Plains Road, New York 67, N. Y.

292. Dry Wall Construction. Advantages of Sheetrock, a fireproof gypsum wallboard, are described in an illustrated 12-page booklet. Step-by-step application in the laminated double-wall system is explained. The U. S. Gypsum Company, 300 West Adams Street, Chicago 6, Ill.

293. Bag Truck. A new catalog sheet explains how quantities of cement, plaster, lime, other masonry materials, and shingles are handled on pallets of the Anco bag truck. Ways to cut handling costs are given. The Anthony Truck Company, P. O. Box 375, Paducah, Ky.

294. Kitchen Ventilation. Advantages of Trade-Wind Clipper ceiling blowers are explained in new literature. Data is given on the new model for installation within a cabinet over the kitchen stove. Uses in kitchens, bathrooms, dens, laundries, and commercial establishments are shown. Trade-Wind Motorfans, Inc., 5703 South Main Street, Los Angeles 37, Calif.

295. Aluminum Nails. A folder suitable for architectural files gives specifications of Alcoa aluminum nails. It explains why they will not bleed or stain surfaces to which they are applied. The Aluminum Company of America, Gulf Building, Pittsburgh 19, Pa.

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"This guarantee is one of our best salesmen. It's the clincher that sells the doubting Thomases. We couldn't ask for more convincing proof of the durability of Alumiwall," says Mr. Erickson.

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2. Long profit. 35% to you.
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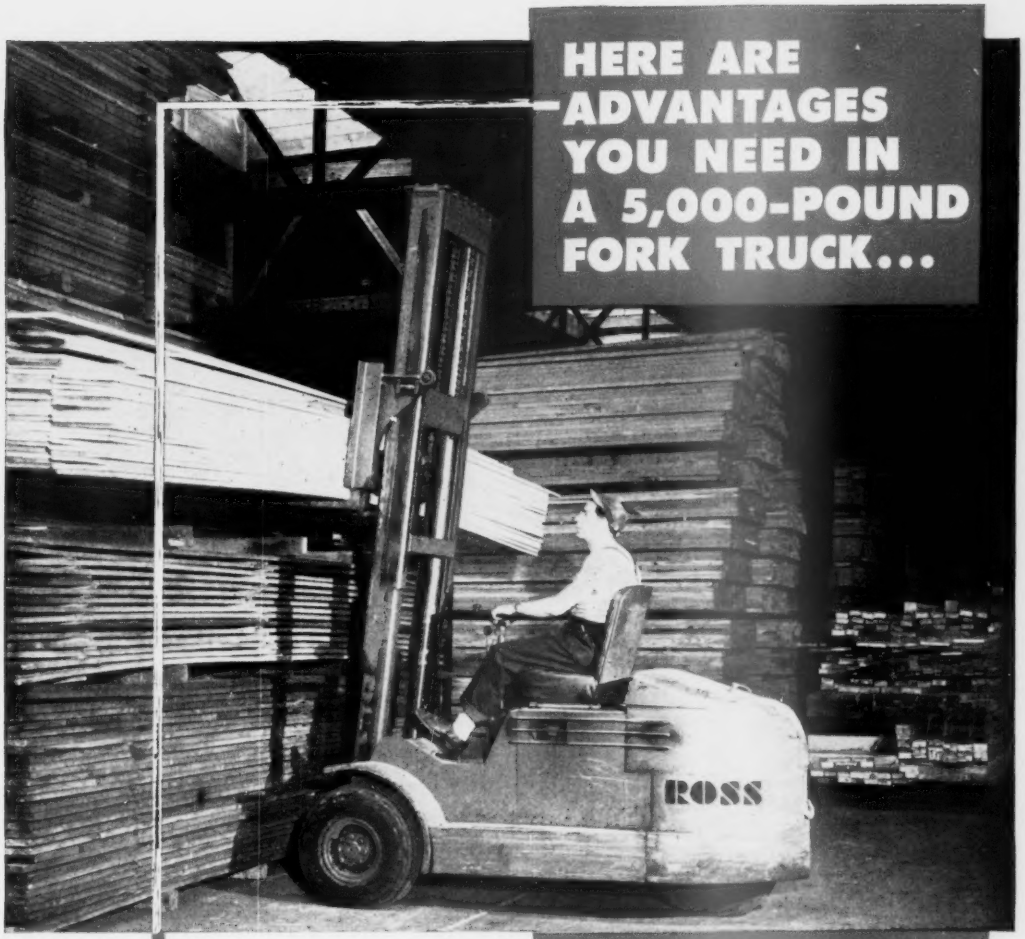

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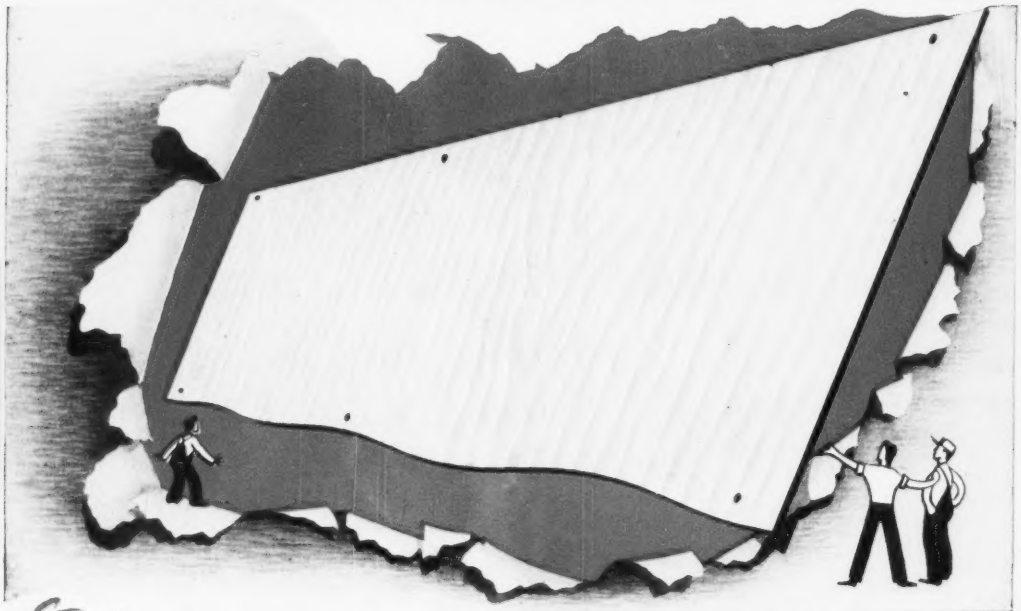

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Send me (check items desired)

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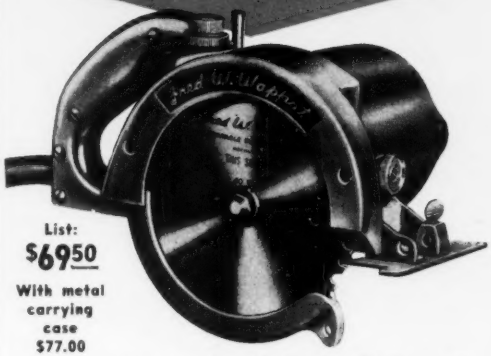

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With metal carrying case $77.00

You get maximum profits with the Fred W. Wappat 6" MAXAW because it gives your customers **maximum** performance! Capacity is $2\frac{1}{16}$" **square** cut, $1\frac{25}{32}$" at 45°. Accurate depth and bevel adjustments are **built-in!** The MAXAW rips, trims, adapts as table saw, cuts transite, stone, brick, siding, etc.

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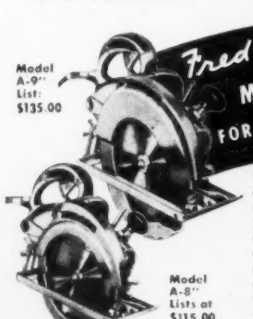
Fred W. Wappat MODELS A-8" and A-9" FOR HEAVIER CUTTING!



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Users say these are the finest large capacity saws made. Highest quality, powerful, trouble-free, they're priced to sell to **any** of your builder customers. Field-proven design and construction give them the **extra** dependability that profit-minded builders demand. Backed by national advertising and dealer sales aids that cost you nothing. Write today for full dealer information.

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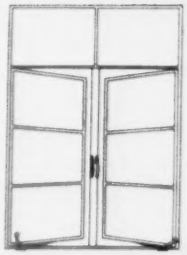
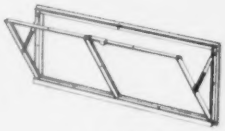
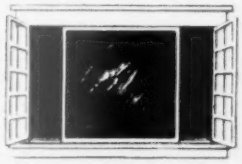


CASEMENT



BASEMENT

HOPPERVENT



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When you build with Ualco Lifetime Aluminum Casement Windows . . Basement Windows . . Hopper Windows . . or Twinsul Windows . . you're building with the finest—the windows that give your clients *full value.*

Those discriminating prospects of yours want the full value offered them by Ualco too! They realize that Ualco Lifetime Aluminum Windows, though they cost a little more at first, *cost a lot less within a few years.*

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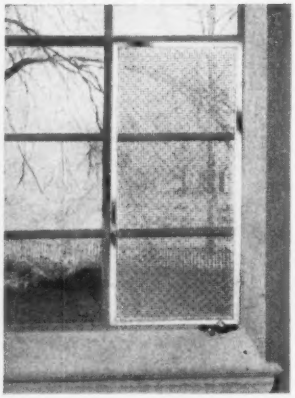
No ladder needed—Reinforced by cross brace, screens can be hung or removed from inside the house. Very light weight. Easily handled by Mrs. Housewife.



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Attached with WING CLIPS (at no extra cost). After installation, ***no screwdriver needed*** *to change or remove screen for window washing. Flips off instantly. No loose screws to get lost.*

BECAUSE they are light in weight, they are easy to Handle — Demonstrate — Deliver. (Many customers will take them home in their own cars).

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☐ Have your Representative call to give me more information on the cracked ceiling market.

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Carolina Lumber and Building Supply Association—114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: H. G. Sherrill, Statesville, N. C.

Florida Lumber and Millwork Association—2218 Edgewater Drive, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761. President: R. D. Morris, Jacksonville, Fla.

Kentucky Retail Lumber Dealers Association—Knott Building, Lebanon, Ky. Secretary: Donald A. Campbell. Tel. 74. President: Ben P. Eubank, Lexington, Ky.

Louisiana Building Material Dealers Association—528 Florida Street, Baton Rouge, La. Secretary-Manager: R. Needham Ball. Tel. 2-4080. President: Thomas H. Harrel, Winnfield, La.

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Lumbermen's Association of Texas—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: John R. Armstrong, Amarillo.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: Claude G. Ryan.

Mississippi Retail Lumber Dealers Association—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Earl M. Jones, Jackson, Miss.

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Oklahoma Lumbermen's Association—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Walter Hinton, Altus, Okla.

Southern Sash and Door Jobbers Association—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: Clark E. McDonald. Tel. 8-4588. President: M. C. Davidson, Houston, Tex.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: Arthur C. Bishop, Louisville, Ky.

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Southern BUILDING SUPPLIES

SEPTEMBER, 1950
Vol. 5 No. 9

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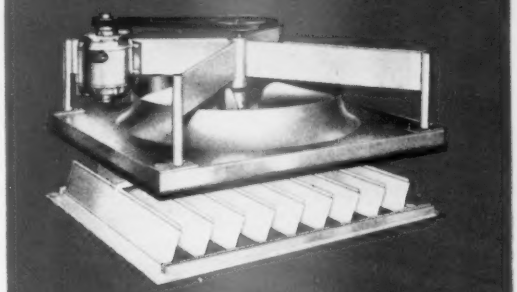
Package Attic Fans



EASY TO SELL

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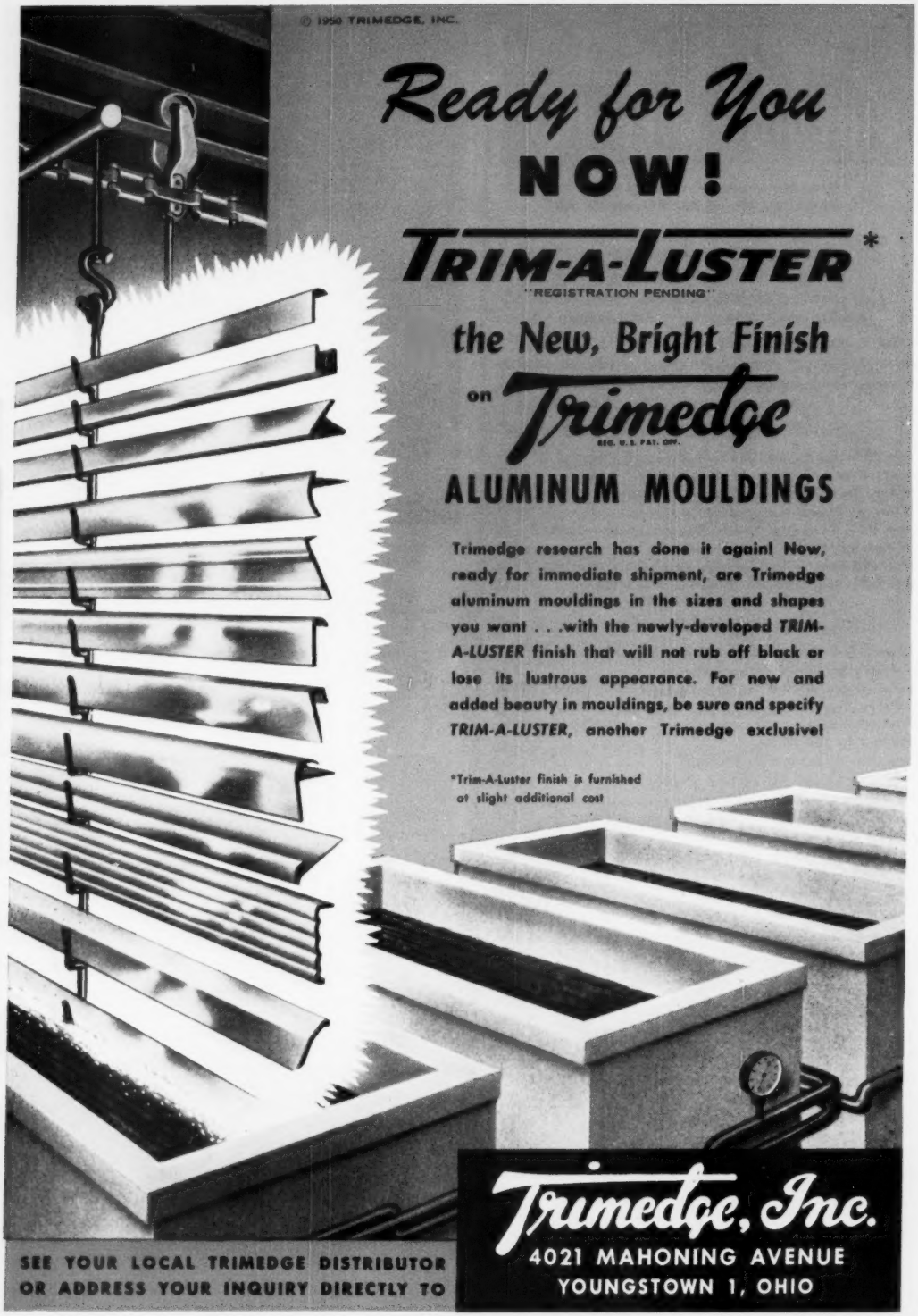
Address.....
City..... State.....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CRITICAL HOME-FRONT CAMPAIGN

No. 5 in a series of editorial messages

ALMOST as alarming as the prospect of another world war is the possibility that further drastic inflation may result from our new military preparedness program.

Yet, this program itself is not directly responsible for the present threat of shortages and price advances. Rather, it is the wave of hysterical civilian buying, starting in mid-summer, which swamped the markets and pushed up prices. Some speculative buying to build up retail and wholesale stocks may have been a contributing factor. And a noticeable tendency to announce factory price advances based on "increased cost of materials" undoubtedly helped kindle feverish buying impulses.

This situation is not justified by the preparedness program. Present military requirements are imposing no greater demands on our economic machine than it should be able to take care of without undue strain—provided civilian buying hysteria is curbed.

We are still far from the all-out mobilization of World War II when military needs took about half of our total national production. As this is written, our rearmament program will take no more than 10 per cent of our output—and that will leave a lot of materials and manufacturing facilities for turning out automobiles, household appliances, lumber, tools, hardware and other needed products.

Instead of using scare advertising or sales suggestions, business men should acquaint their customers with the facts, should discourage panicky buying. And in so doing they will help to ward off stringent government controls.

As an example, following is part of a letter sent in August by the president of one of the South's largest wholesale houses to his salesmen:

"There seems to be quite a mass hysteria about shortages and higher prices which could bring on price control and rationing. Fortunately, it seems this hysteria is lessening as people regain their balance from the first shock.

"We don't want to be a party to this fanning of the flames of inflation, and we don't want any of our salesmen to be a party to it. Under no circumstances are you to solicit business by yelling 'shortages' or 'higher prices'. We are resisting to the fullest any increase in the prices of the things we buy and sell, and in some cases we have had favorable results.

"In no case will we advance the price of our goods unless our supplier has advanced the price. . .

"Dealers can have a profound influence on their customers, the consuming public, by speaking common-sense language when they rush in to stock up. If a customer wants to speculate by buying two or three of an item, he can suggest that she buy a half-dozen, as he has plenty in stock. This will delay an O.P.A. and rationing. Preach it; work for sanity, not hysteria."

The job demands teamwork

Business men will be performing a public service and also working in their own best interests by doing everything possible to hold down prices and prevent panicky buying. But to win the battle against inflation they need government help.

The one factor above all others which leads to widespread fear of drastic inflation is the apparent absence of any serious thought of putting the government's own financial house in order.

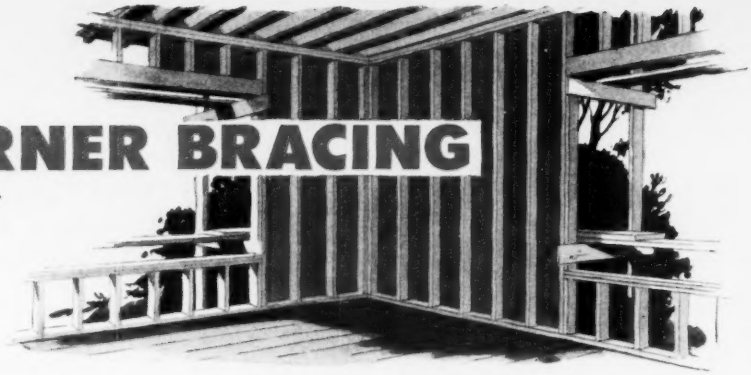
The individual citizen will have to economize in order to pay the increased taxes which will now be required. But if he cuts down on his spending for non-essentials, is he not justified in expecting Uncle Sam, also, to practice some economies?

There is, for instance, the little matter of nearly a billion dollars to be appropriated the coming year for "rivers and harbors"—the so-called pork-barrel bill. Can government afford such extravagant spending in these times?

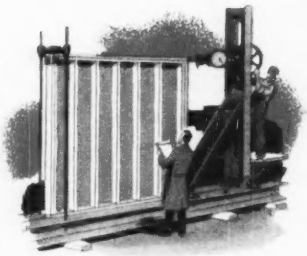
The fight against inflation demands the concerted effort of business men in curbing speculative and panicky buying. But it also requires the cooperation of government. It's a teamwork job.

NO CORNER BRACING

ANOTHER "FIRST" FOR INSULITE



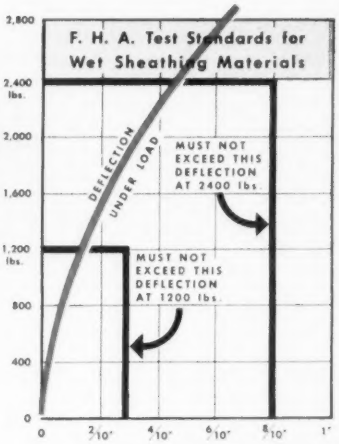
4 ft. *BILDRITE** is the first insulating sheathing to meet requirements of F.H.A. without use of corner bracing



NOT only is BILDRITE the *original* asphalt impregnated insulating sheathing, but it is now the first to satisfy the rigid requirements of F. H. A. without using additional corner bracing.

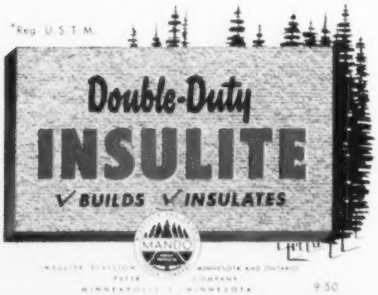
F. H. A. standards require bracing strength equal to horizontal wood sheathing *with corner bracing.* Recent approved laboratory tests prove that 4 ft. BILDRITE *without corner bracing* is actually much stronger than that. Consequently corner bracing is no longer required when using 4 ft. BILDRITE on jobs under F. H. A. supervision.

In other words, you can now use BILDRITE without corner bracing and save from $25 to $50 per average house, plus the assurance of better wall construction because BILDRITE also insulates as it builds. Now, more than ever, BILDRITE is the best buy for quality construction at reasonable cost.



Test Chart tells the story. BILDRITE far surpasses F.H.A. requirements.

*Reg. U.S.T.M.



Racking tests in accordance with F. H. A. specifications were recently conducted by an independent laboratory using 4 ft. BILDRITE in 8'x8' panels of standard wall framing without corner bracing. F. H. A. required that the deflection of *wet* sheathing must not exceed 0.28 inch at 1200 lbs. pressure and 0.80 inch at 2400 lbs. pressure.

The red line on the chart shows results of test. Note that BILDRITE stayed well within these limits . . . without corner bracing! There was a 100% margin of safety at 1200 lbs. pressure and a 77% safety margin at 2400 lbs.

And remember, this was *wet* BILDRITE—sprayed with water intermittently for a total of 18 hours on both sides before the test! The *dry* tests (not charted here) were equally impressive—as you well know from the record of BILDRITE in practical use. For better wall construction at lower cost . . . Double Duty INSULITE BILDRITE SHEATHING!

SOUTHERN BUILDING SUPPLIES

September, 1950

How to make CUSTOMERS COME BACK

By BARON CREAGER

ANYONE in selling can learn something useful from any successful salesman, whether the successful man sells buttons or buckets. The writer offers the following experience in proof of this fact.

About two years ago I happened to find the suit of clothes I was looking for, in a store I had never before patronized. I bought the suit.

There was nothing about the transaction that especially focused my attention upon the salesman. He was pleasant and he knew his business. That was about all there was to it and as I left the store I could not have called his name.

It was at least a year, perhaps longer, before I entered that department of that store again. I hadn't seen that salesman, whose name was simply Brown, but I hadn't completely forgotten him because he had sent me one of his postal cards. So, merely out of courtesy, I asked for him.

Remember, he hadn't laid eyes on me for more than a year. But when his name was called he came across the busy floor smiling and without any hesitation or any stalling he called me correctly by name, using Mister Creager first, just once, and then he had me by my first name, Baron. And from then on I was his meat.

I could feel myself glowing inside. Sunlight turned brighter by some degrees and the world looked better in all its aspects. In a sort of daze I began trying on suits, speculating all the while on what it was about me that had made such a lasting impression on Brown, the clothing salesman. He had seen me just once, and a year later he called me by name. I must be more distinguished-looking than I had realized!

There was the shock connected with the experience of "Why can't I remember names like he does?" And then there was the shock—a refreshing shock—of finding that kind of a salesman. One so thoroughly a salesman that he took pains to remember a chance customer who might never come back.

Then I found myself comparing this clothing salesman with the great many salesmen I had observed in other fields. And I found myself comparing him with the various salespeople in establishments where I regularly spend money, but am not called by name because they never bother to find out my name. If this experience had such an electrifying effect upon me, I wondered, why couldn't it have the same effect on the customers of any salesman determined enough to be similarly outstanding like Brown?

Later the thought occurred to me repeatedly that something should be written about Brown. But he was always so busy selling suits that he never had time to talk, until recently when I caught him in a flat spot and found out why he stays so busy selling suits.

Lloyd Brown uses a card system of his own design. His files contain a card for every man who buys clothes from him regularly. Regularly means anyone who buys as often as once a year. Every purchase is recorded as to date, size, and model; and occasionally Lloyd mails the customer a card.

And how many names do you think are in that filing system?

(*See* SALES TECHNIQUE *page* 78)

SIGNS *on the Cover*

Outdoor posters and billboards have been used by many lumber yards and building supply dealers. Some have found them potent sales aids, while others have obtained only mediocre results.

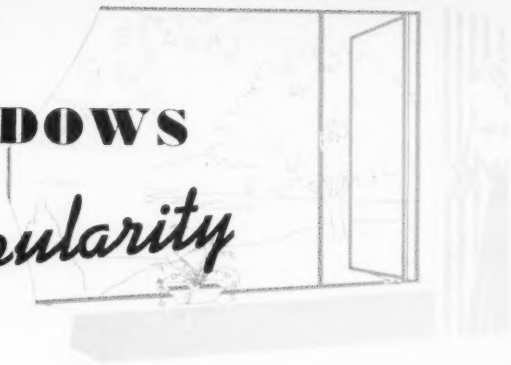
Advertising experts claim it's all in the punch of the "copy" or slogan—and the signs' location.

The four outdoor signs pictured on our SBS cover this month caught the eye of our roving photographer on a recent tour of Oklahoma and Missouri. All four have one thing in common—they are freshly painted or papered; their colors are bright. Faded paint and poor design don't add much zip to a sign; neither do they help sell paint for the dealer.

With a wide range of types and modular sizes

STEEL WINDOWS

gain in Popularity



IN THE BUILDING boom that has followed World War II, steel windows have not only continued to dominate in fenestration specifications for industrial and institutional buildings. Steel windows have also been showing up in an increasing proportion of the apartments and residential units.

This gain in the popularity of steel windows for residential construction is clearly indicated by a few figures.

According to the Metal Window Institute, a trade and research association of manufacturers, the value of factory shipments of steel windows for housing increased approximately three times from 1939 to 1949, whereas the price level rose less than 25 per cent. Steel window sales for the first half of 1950 indicate that the value of shipments this year will be five times as great as for 1939.

There are numerous reasons for this great increase in the use of steel windows in homes, depending upon who's talking. But a major reason was the early adoption by the metal window manufacturers, through their institute, of standard sizes of units in conformity with the principles of dimensional coordination of building materials promoted by American Standards Association Project A62.

Another major reason for the growing popularity of steel windows was that prior manufacturers expanded their facilities—and new producers came into the field after making other commodities during or before the war—because they sensed greater acceptance of steel windows for residential as well as other construction purposes. And, being located in all sections with branch warehouses distributed across the nation, they made it easier for the public to know about and buy steel windows.

Industrial steel windows, of course, are still the bulk of the business for the large, older established manufacturers, and retail building material dealers seldom sell them. These include architectural and intermediate projected, psychiatric, detention and guard windows, and intermediate combination windows.

But the retail building material dealer does—or might find it desirably profitable to—stock and sell steel residence casements, residential double-hung windows, basement, security, and utility windows.

The institute estimates that about 50 per cent of the steel window production now is in residential casements, basement, security, and double-hung windows, with screens. In industrial areas, some retail dealers stock and sell pivoted or factory-type steel windows.

Manufacturers emphasize the following advantages of steel residence casements:

Controlled ventilation. Ventilators swing out to capture stray breezes; permit up to 100 per cent ventilation.

More daylight. Slender frames and muntins permit larger glass areas that

No. 2 on PACKAGED Window Units

Since World War II there has been a great swing to the steel double-hung window for use throughout the house. A dining-room installation is shown at left. Double-hung steel windows come in a wide range of modular sizes.

provide up to 30 per cent more light for better vision and view.

More wall space. Narrow frames permit more wall space, especially desired in small homes or apartments. More glass area makes room seem larger.

Easy to open and close. The steel sash swing instead of slide; can't warp, stick, swell, or splinter.

Easy to wash. Both sides of glass may be cleaned from inside the room.

Easy to screen. Casements are screened from inside. No marking or numbering required. Storm sash also are applied inside.

More weather-tight. Casement has continuous, double-contact weathering between sash and frame. Windows don't shrink, warp, or swell.

Fire-safe. Steel will not burn.

Save three ways—low first cost, low installation cost, low maintenance.

Manufacturers of approved steel residence casements treat them for protection against corrosion. All metal surfaces are thoroughly cleaned by sand blasting, pickling, or some other reliable method. Then they are given a protective surface film of iron phosphate, or like chemical, in a Bonderizing or Parkerizing treatment.

This film alone is not sufficient to protect the metal, but it provides an excellent base for the coat of paint put on at the factory. This is usually a dip coat of gray paint, oven-baked for as much as an hour at 300 degrees F.

This primer coat of paint and that selected for final decoration of the steel window in construction should be chosen to prevent the metal from rusting through the process of chemical action on its surface, rather than only by retarding moisture and oxygen penetration.

Stock steel casement window sizes are sketched below. All ventilators swing out, and are furnished with underscreen type of hardware, either lever or roto type, to permit opening of screened windows. The dimensions shown are over-all out to out measurements. All casements are viewed from outside. Handling of casement is determined by location of hinges.

All windows should be set in mastic cement. The windows are designed for glazing from outside with spring wire glazing clips and steel casement putty.

Full directions for installing steel casements in different types of walls are provided by manufacturers, just as they are for steel double-hung, basement, utility, and picture windows.

Steel residential double-hung windows are provided in two types.

With four horizontal panes in each, the "B"-type units come in:

Widths of 2′0″, 2′4″, 2′8″ with heights of 3′-1½″, 3′-9½″, 4′-5½″, and 5′1½″.

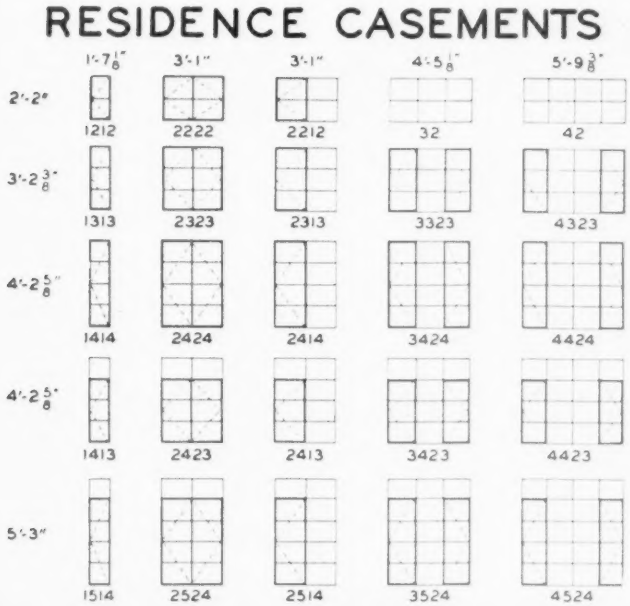
Widths of 3′0″ and 3′4″ with heights of 3′-1½″, 3′-9½″, 4′-5½″, 5′-1½″, and 5′-9½″.

Widths of 3′8″ in heights of 4′-5½″, 5′-1½″, and 5′-9½″.

The "E"-type steel double-hung windows come with conventional multiple vertical panes.

(*See* STEEL WINDOWS *page* 70)

Steel casement windows continue popular. The green sketch on opposite page shows casements in combination with fixed picture unit in a living room. The casement installation in the kitchen, above, permits daylight, air, and full view of yard. Residence casements are available now in the stock sizes shown below.



Dealer profits two ways by

Dealing in Dynamite!

By SAM CARSON

DEALING IN DYNAMITE can be a profitable enterprise for building material dealers who serve areas where mining, quarrying, road-building, and similar projects usually are in progress.

The DuPre Hardware and Lumber Company in Attalla, Ala., is one such dealer who is making good profit from a line of explosives . . . as well as additional sales of materials to explosives customers.

Assistant Manager Charles DuPre tells how this two-way business comes about in this episode:

"A highway contractor drove into town looking for a place to buy lumber for concrete forms. He noticed that our sign said 'Lumber,' so he came into the store. The salesman who took the lumber order mentioned to the contractor that we were a local distributor for explosives. After that, we not only sold the contractor a lot of dynamite, but he also threw in with his dynamite order the list of any building supplies he needed."

O. D. DuPre, founder of the firm, began retailing explosives 27 years ago. Before then mining companies in the area had to import explosives from distant Northern dealers. Soon after DuPre began to stock explosives, however, his name meant dynamite to every miner in five counties.

In addition to miners, DuPre's explosives customers today include highway and general contractors, well drillers, the power company, farmers, and the county sheriff. The latter uses DuPre dynamite to blow up illegal stills. But the biggest purchaser is the county road department.

DuPre operates in a rocky section of northeast Alabama, where explosives are often needed even to excavate for small homes. Thus, DuPre learns about the construction of many new homes when the builder comes for excavating dynamite. Before the basement has been blasted out in such cases, a DuPre salesman goes to work soliciting orders for lumber, nails, windows, paint, and other materials.

Few dealers in any section carry explosives, due mainly to the detail and expense involved before explosives can be stocked. These preparatory requirements, however, are largely offset by the patronage of the big contractors, who are the major users of explosives. If a big contractor has to come to a lumber dealer for his explosives,

(*See* DYNAMITE *page* 76)

Explosives must be safely stored in bullet-proof and weather-proof magazines. The main explosives magazine of the DuPre Hardware and Lumber Company in Attalla, Ala., is seen at top of page, with Assistant Manager Charles DuPre handling a powerful order. The blasting-cap magazine is seen at right. Manager O. L. DuPre is filling an over-the-counter sale from this handy supply.

Despite increased down-payments, this dealer

Promotes Home Expansion

By HARRIE BIERMAN

EVEN BEFORE the strings on credit were tightened, Bailey's Lumber Yard in Miami, Fla., started a plan to simplify financing of materials for repairs, remodeling, and construction of additional rooms. Since this promotion was put into effect last December, the company's sales volume has increased by nearly 20 per cent.

"A few years ago, higher salaries, wartime savings, and separation and back pay for men just out of the service kept financing problems at a minimum," explained General Manager H. L. Lawson.

"But since larger down-payments on any building or remodeling are now required, and since most people have much less ready cash to spend, we have tried to familiarize ourselves with all financing possibilities."

Realizing that building materials were still in great demand, and that the problem was merely to help people buy, the Bailey firm began an advertising campaign to publicize its budget plan for financing remodeling and repair work on homes.

The first step in the program was to allocate two per cent of gross sales for advertising. (The national average for building supply dealers is about one-half of one per cent.)

Seventy cents of the Bailey advertising dollar goes for radio publicity. The firm believes that radio advertising produces more results than the local newspapers. Commercials are tied in with news broadcasts on three local stations. The programs run six days a week. The one which has been found to get the best results is the first newscast, at 7:00 in the morning.

Typical of their radio spot announcements, prepared by an advertising agency specializing in lumber-dealer accounts, is this one:

"Here's a piece of news that every man or woman who owns a home should take to heart. It's this: Bailey's will arrange repairs, enlargements, or remodeling of your home on a budget plan. Your home can be made to suit you right this minute, without your waiting to pile up a healthy bank balance. You drop into Bailey's . . . tell them the remodeling you wish done and the monthly payments that fit you. Their estimator goes to work. He figures materials and labor for the job. If the job costs more than you supposed, Bailey's is glad to have given you the facts.

"But if, like most jobs, yours is more reasonable than you had imagined, you simply sign the payment schedule and Bailey's combines the right materials and right workmen to make things start happening. For thousands of us, it's simply the right, easy, sensible way to nicer living. So contact Bailey's without delay. And make your own plans for better living start to materialize."

The firm's newspaper publicity is divided about equally between the morning and evening papers. The copy usually is three columns by six inches. The same ad is used in both papers, to keep down the cost of ad preparation and cuts.

The firm's credit arrangement covers both material and labor costs. Many of Bailey's customers are building trade craftsmen, who do part of their own work. In that case, the remaining work is financed.

The firm encourages the customer to engage contractors whose work and business methods are approved by Bailey's.

About 90 per cent of the remodeling jobs are financed through Allied Building Credits, Inc. The remainder of the jobs are handled through the firm's bank, the Florida National, under FHA, Title I.

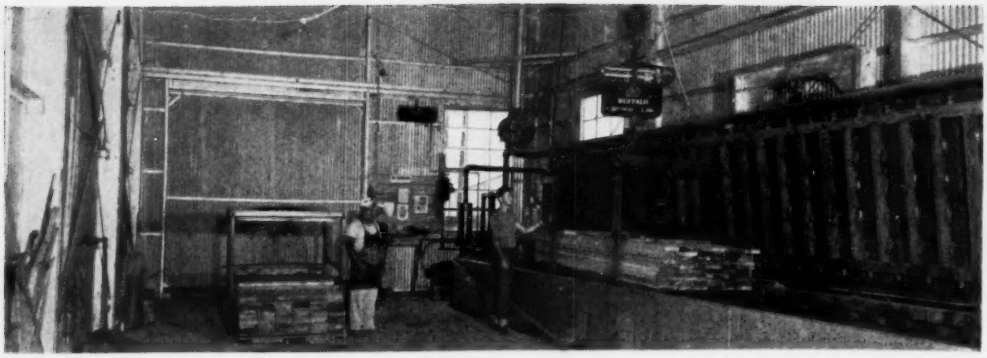
The two Bailey Lumber Yards use two local credit-reporting agencies to help secure sufficient data on prospects.

The firm's own rejections of credit risks sometimes run as high as 20 per cent, partly because many applicants have not been residents of Miami long enough to establish a local credit rating. But of the risks that the firm approves from its own investigation and submits to a local financing agency, the ratio of rejections is less than five per cent.

While Bailey's has no financial responsibility in these contracts after they are accepted by the financing agency, the company does

(*See* HOME EXPANSION *page* 84)

Officials of Bailey's Lumber Yard in Miami, Fla., are seen above signing up a customer for a remodeling materials order on the monthly budget plan. At left is firm member L. P. Bailey and in center is Harry Lawson, manager of this building supply firm that advertises modernization and repair loan service in the newspapers and on the radio.



TREATING PLANTS

Boost Lumber Profits

By BARON CREAGER

ONE SOUTHWESTERN lumber yard has apparently found a positive means of expanding its market in the face of increasing competition from wood substitutes—and a second Southwestern yard is close behind, confident of results from installation of a plant that preserves lumber with a toxic water repellent by a dry-vacuum process.

In Dallas, Tex., a treating plant installed three years ago by Cowser and Company has resulted in an increase of 100,000 feet per month in sales volume.

In Oklahoma City, Okla., an almost identical plant made by the same manufacturer has been installed by the Long-Bell Lumber Company. Although the plant has been in operation only seven months, lumber sales volume has already shown an increase. And Long-Bell is so impressed it is considering the addition of treating vats in four or five strategically located yards.

Both plants are operated on a custom basis. Any yard or contractor within economical reach of either plant can get preservation service of lumber. The cost, exclusive of transportation by truck or otherwise, is approximately $30 per thousand feet.

Recalling that the Cowser yard in Dallas became a guinea pig for the industry by installing the first such commercial plant in the United States, Sales Manager D. H. Conner reports that the treated volume is now 125,000 feet per month.

"We could handle twice that much, he added, "and our treated volume has been steadily increasing as the result of a great many personal contacts with contractors, builders, and others.

"That is the only effective way we have found of selling the service and it is a sales job that must go on and on. We do not have a model demonstration unit; but when an individual begins to show real interest we take him to our plant, which is handy, and show him the actual procedure with explanation."

Most of the Cowser volume comes from within Dallas. But a substantial and growing amount of business comes from as far away as 50 miles.

I. L. Gleason, manager of the

(*See* TREATING PLANTS *page* 72)

John Wheatley, manufacturer's representative, demonstrates a device that shows customers how toxic water repellent is forced into lumber to protect it against decay, termites, blue stain, moisture absorption, and warping. Plant Manager J. N. Long and General Manager I. L. Gleason, of the Long-Bell yard in Oklahoma City, look on. A similar treating plant is being operated profitably in Dallas, Tex., by Cowser and Company.

REMODELED for Sales and SERVICE

A PROGRAM of expansion and remodeling was completed in August by the Wiener Lumber Company in Dallas, Tex., at a cost of $25,000. Now the store of this pioneer lumber firm presents a completely new appearance—inside and out.

Increased business required additional office space. So the office was enlarged by 700 square feet to permit the addition of four people to the staff and the doubling of the bookkeeping department.

All partitions and columns were torn out before the front interior of the establishment was re-floored, re-sealed, and re-walled. Separate and attractive departments were created for paints and builders hardware.

One of the outstanding results of the remodeling program is the

(*See* STORE REMODELED *page* 86)

The new entrance to the Dallas supply store is striking with the firm name standing out in blocked letters. Concealed neon tubes make the name shadow-box glow at night.

Sales Manager Roy Pender's desk is in front of a wall covered with striated hardwood plywood—one of seven interior materials used in the remodeled Wiener store. The compact paint department is shown above, while the builders hardware department is seen at right. Hardware stock is kept in cabinets above and below shelf displays. Knotty pine paneling is used on walls that are enhanced by fluorescent lights.

NO. 2

Horse Racin' Dealer

brings fame to Missouri

By L. H. HOUCK

TO MANY lumber dealers, a horse is a trestle used for carpentry work. But to E. A. Duensing, veteran lumber retailer of Jefferson City, Mo., there is only one horse—the native-bred American trotter.

His fondness for trotting horses has led him to a high position in the U. S. Trotting Association, and it has gained national and international publicity for Missouri.

For 30 years he has been speed superintendent of the Missouri State Fair.

Missouri harness-race enthusiasts had tried for years to get their state into the exclusive circles of the Grand Circuit. Equivalent to gaining a spot in a major baseball league, this was accomplished two years ago largely due to Duensing's efforts. Three world's records were established at the Missouri track in Sedalia last year, the second year of the state's membership.

The U. S. Trotting Association governs all harness races in the United States and Canada; and it standardizes the rules and sets all requirements. Duensing is one of 11 executive vice-presidents, chairman of the board of the fourth district, and a member of the executive committee.

Duensing comes by his enthusiasm naturally. His father—also a lumberman—was a horse breeder and used to take him in the cart behind trotters when he was a small boy. His mother used to say that he and his father recognized all people by the horses and buggies they drove.

The trotting horse, Duensing explains, is not to be confused with the race horse, which is bred from imported strains. It is an American-bred horse and the only American horse exported to other countries—an export business that runs more than a million dollars annually.

"Harness racing is one of the few sports today at which the finger of suspicion has never been pointed," Duensing said. "Members have been expelled for life for questionable practices. It is the cleanest sport in existence."

Since his efforts brought the Grand Circuit west of the Mississippi for the first time in history, the interest in harness racing at the annual state fair at Sedalia has grown immensely.

This year the harness race at the fair has the largest entry list in the fair's history. Horses from all over the world will be brought to Sedalia for speed exhibitions, and all the leading lines of thoroughbred pacers and trotters will be in action. Purses will add up to a total of more than $100,000.

Lumber-wise, Duensing will swap his trotting-horse enthusiasm temporarily for a dose of his own medicine—a new building for his lumber business—after the fair.

The site which Duensing's retail lumber yard had occupied for many years was absorbed in a state ground-buying project for a new multi-million-dollar building for offices.

As a result, the Duensing Lumber Company is located in temporary quarters while plans are being completed for a new building.

E. A. Duensing is well known not only as owner of the progressive Duensing Lumber Company in Jefferson City, Mo., but as an avid harness-race enthusiast. He is an executive vice-president of the U. S. Trotting Association. In the top photo, he is seen warming up a trotter on the Sedalia, Mo., track, as he has done on tracks throughout the U. S. and Canada. At left, he is seen presenting a trophy at last year's Missouri State Fair.

Add volume with

Garages and Home Additions

By DICK LANE

LOOKING for additional business?

A far-sighted Memphis, Tenn., building material dealer has found it isn't too hard to develop. Thomas J. Dyer, president of the Home Builders Supply Company—who wanted to enter the building field in a limited way—has discovered a ready market for garages, small home additions, and for converting houses to duplexes.

"We frankly don't go after the big jobs," Dyer says. "Most of our building is in the low-cost bracket. Jobs usually run between $300 and $500, with a low of $100 and a top of $5,000. There is a good market for garages, especially, since so many small homes were built right after the war without a garage. There are not only more cars now but those who own them are even more eager to protect them because of their high price and possible scarcity if the Korean war continues."

And there is no visible limit to the number of such jobs. After finishing over 100 garages and as many remodeling and repair jobs, the Home Builders Supply Company at present is averaging better than one completion a day.

How are the prospects obtained? How are the jobs financed? And how much is the profit?

Most of the prospects are drawn by newspaper advertisements. The company prefers the classified ad column because it has proved effective at small cost. However, occasional display ads are used to keep the firm name before the public.

Ira H. Galey, company treasurer, who manages the building department, says: "We have found that it isn't difficult to sell small building projects if you sit down with the prospect and convince him that the company can give better service than a small, independent carpenter can. The average carpenter, while he may be an excellent worker, usually doesn't know how to figure a job as close as does the company that sells the materials.

"We stress the fact that we safeguard the customer all the way through. We emphasize our dependability, experience, financial strength, and workmen's compensation coverage."

Most of the jobs are financed under FHA Title I through a local bank's Installment Credit Department. A new federal ruling recently reinstated a down-payment of 10 per cent on such modernization or repair loans. The balance is budgeted in from 12 to 36 monthly payments. This dealer also directly finances many of the smaller jobs on short-term loans.

The company feels that it is entitled to roughly 10 per cent for service and handling of the job. Some jobs figure as low as 5 per cent; others run as high as 15, where the job goes particularly well.

After the property owner tells Home Builders Supply Company personnel what he wants, they figure the cost and give him a written estimate. If the cost is too high for the customer to make payments, the company suggests changes to reduce the cost and still give him the same service.

Sometimes on a job figured after changes are made, the cost may be as much as 25 per cent lower than the first estimate. But Galey often sells the customer "up" as well as "down."

"Incidentally," Galey says, "in presenting our estimate, we point out that the average carpenter doesn't usually keep up with new building materials. He doesn't always know the latest means of cutting down building costs."

According to Galey, it is most important that the company have a capable estimator and thoroughly explain to customers exactly what they are getting for their

Building garages, both simple and elaborate, as well as doing other small remodeling jobs, has provided the Home Builders Supply Company with an easy entry into the light construction field—and more material sales! Treasurer Ira H. Galey, seen above, handles most of the Tennessee firm's contracting details.

money. That eliminates any possible misunderstanding after the job is finished. The Home Builders Supply also points out that its personnel are taking all worries from the customer and giving him a finished job at a reasonable cost.

"We work out our own plans," Galey explains. "Ordinarily, no blueprint is required on the garages and small remodeling and repair jobs, and of course no architect's drawing is needed. Where a sketch or drawing is necessary, we make it.

"Naturally, each contract contains job specifications and we use these contract specifications in lieu of blueprints or other plans. We have built so many garages that actually we have little trouble once the customer tells us what he wants. Many garages are just alike, and many others have only slight variations."

Incidentally, the firm subcontracts the different kinds of jobs to different mechanical crews rather than having one department foreman handle all jobs.

No commission is paid any of the firm's personnel for landing such jobs because all selling is handled by Galey, who is paid a salary and bonus. Galey devotes about two-thirds of his time to this work.

New Garages Now

Many garage designs to choose from. Single, double or triple sizes. With or without concrete floor and overhead doors as low as $9.60 per month.

Home Builders Supply Co.
820 S. WILLETT—2-8128

DO YOU NEED

A new garage—another room—a new roof? — Remodeling or Repair — Easy monthly payments. If your home needs attention call us today.
HOME BUILDERS SUPPLY CO.
820 South Willett. 2-8128

Newspaper classified ads like those above have drawn many garage customers to the Home Building Supply Company. With little overhead increase, the company is increasing its profits by doing small contracting jobs.

Besides building garages of various sizes and styles and remodeling houses, Home Builders Supply does repair jobs like reroofing, painting, and decorating. Sometimes the firm contracts for only a part of the job.

"We often get repeat jobs from satisfied customers," Galey says. "Neighbors and friends of customers also come to us. We feel sure that at least nine out of 10 are well satisfied with our work and will readily recommend us."

President Dyer asserts that "primarily our business is the selling of building materials to homebuilders. We are not interested in speculation, but we are more than satisfied with the new building department. We can see our firm growing bigger because of this new activity.

"Although we have been in business since 1931, we didn't enter the construction field until last year. But it has proved so lucrative that we plan to continue it along with our regular service of selling building materials. And it's possible that we will expand even more in the future."

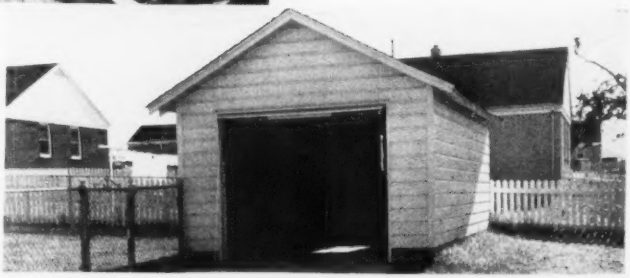
Materials Output To Continue Great

Production of building materials and equipment reached an all-time record level just before the new defense production program started, Charles M. Mortensen, managing director of the Producers Council, pointed out recently.

"Stimulated by the unparalleled production of housing and the high volume of public works, materials production in May of this year was 67 per cent higher than the average for 1939 and about 4 per cent greater than in October, 1948, the previous peak month," Mortensen said.

"The over-all output has continued at a high level since hostilities began in Korea, and will remain near record levels until the building industry's share of steel, copper, and other strategic materials is cut back to meet the requirements of defense production.

"As a result of the record-breaking production of materials and equipment, there should be ample supplies to complete the large volume of housing and other construction now under way."



Many of the small, inexpensive homes built soon after the war are now too small for growing families. Such homes are proving excellent prospects for remodeling jobs by the Home Builders Supply Company in Memphis, Tenn. At right is an inexpensive garage, also built by the firm's personnel.

The Smith County Lumber Company in Tyler, Tex., has found that many prospects for major electric appliances want to remodel or modernize first, which means that they need lumber and other building materials, too. Appliance prospects are "sold" in the modern appliance department seen at left. Landscaping enhances the inviting "full-view" display windows in this dealer's store, which is shown below.

Appliance Department Boosts Sales

WHEN THE Smith County Lumber Company installed a major electric appliance department it was little aware of the manner in which such a department would feed sales into its lumber department in the thriving East Texas metropolis of Tyler.

J. G. Powers, president of the company, had always nourished an ambition to have an appliance department. He wanted a good, nationally-advertised line and finally landed one.

The lumber company launched its department in the usual manner, with cooking schools and prizes. And it found the usual difficulty in getting good salesmen. Finally, there remained only one salesman, who really had produced from 100 per cent of his time; and Powers and his associates were fairly well pleased that the appliance department was breaking even.

Then one day the salesman explained why he had not been able to complete what had appeared to be an almost-certain sale of a major appliance. The reason he couldn't make the sale was that the prospects were planning to remodel the kitchen, and they didn't want to buy until after the remodeling was complete.

That salesman's report threw a switch in the thinking process of Powers. He promptly put on his hat, called on the appliance prospects, and came away with the contract for remodeling of their kitchen. And the sales routine has been working that way ever since.

"Now there are three salesmen," explains Powers, "and about once a week one of them finds that he can not make an appliance sale until after the kitchen is remodeled, the new roof is on, or venetian blinds have been installed. Quite regularly some job that calls for lumber and carpentering makes it impossible to close with an appliance prospect.

"In which case, of course, we make our best effort and certainly get a share of the business that is uncovered by our salesmen. And we generally sell the appliance afterward, too."

After this field was opened up to the surprised partners in the Smith County Lumber Company, they did the natural thing about "paying off." Appliance salesmen get one per cent commission on a remodeling job that is sold as a result of the salesman's discovery. Appliance salesmen get a flat bonus on all jobs uncovered that result in a major rebuilding or a new house.

"There is little danger," explains Powers, "that appliance salesmen will neglect their own line to try and dig up building prospects. Hardly any man qualified as an appliance salesman has enough knowledge of the lumber business even to discuss a remodeling job in a preliminary way with a prospect. They are instructed not to make such an attempt, but the instruction is scarcely necessary."

Meanwhile, the company does not overlook the possibility of feeding appliance-prospect names, resulting from contacts on the lumber side, to appliance salesmen.

Consequently, the appliance department is beginning to show a profit on its own.

"But we were satisfied for a time to be breaking even," says Powers. "We got a good line after much effort and we can afford to be

choosy about the customers we want in the appliance department. The lumber business makes our living.

"We get appliance prospects through the merchants' greeter service, too. A service to newcomers to Tyler, it is well worth the cost, in our estimation. We present a small amount of merchandise to a newcomer, but he or she must come into our store to get the premium."

The Smith County Lumber Company also established, somewhat by accident, a department in which good lines of carpenter tools are handled. This department is also operating in the black side of the ledger. But it started from practically nothing.

About two years ago the company managed to get a sizable stock of carpenter rules of a highly popular brand. These rules, like many quality items at that time, were hard to get.

"We got a list of Tyler carpenters," explains Powers. "To each carpenter we sent one of our postcards, which bears, on one side, a picture of our establishment. In the correspondence space we merely announced that we had a stock of this popular rule.

"The result was that we were practically overrun with carpenters for a week. While the rules lasted, each carpenter who presented his card got a rule at regular price.

"But that wasn't the end of it. We must have done a real favor for those men, because they remembered us and kept coming back, asking for this or that tool. They evidently concluded that if we could get high-quality rules we would stock other quality tools. So we put in our tool department and it is highly popular. And profitable."

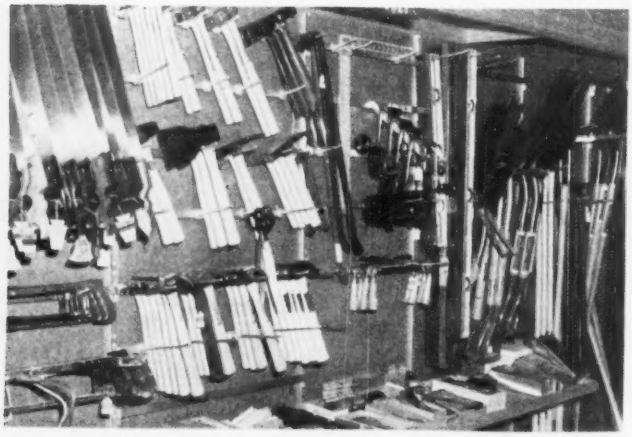
The cards sent to carpenters are standard with the Smith County Lumber Company. The company's place of business is pictured in five colors. In the past two years in which these cards have been vigorously used, 11,000 have been placed in the mail. They go to an established list, which grows constantly by the addition of newcomers. They are used principally to announce special prices on regular items. On the correspondence side one paragraph in small print advises:

"The Smith County Lumber Company offers a complete building service from planning to completion. Make this your headquarters for big-mill kiln-dried lumber, paints, custom-made venetian blinds, quality millwork, wallboards, roofing, fencing—everything to build anything."

Ability to capitalize on an opportunity for new business from unexpected sources—like the bird-dogging of appliance salesmen and the needy carpenters seeking rules—has added to the volume of this East Texas yard.

The post-cards and the tie-in with the merchants' greeter service are bringing in additional profitable business from other unexpected sources.

Besides President J. G. Powers, the officers of the Smith County Lumber Company include K. L. McCain, vice-president, and R. B. Powers, secretary-treasurer.



The appreciation of carpenters for the opportunity to buy quality rules, then scarce after the war, led the Smith Lumber Company in Tyler, Tex., to put in—and profit from—the full display of carpentry tools seen above. Garden tools, at right end of display, also get a profitable push from this aggressive building material firm.

FHA Insures One Out of Three Houses

One of every three new homes in the United States is financed with an FHA-insured mortgage recorded and analyzed in Washington, according to the 1949 Annual Report of the Federal Housing Administration.

In 1949 over 99 per cent of the FHA insured mortgages on new properties and 96 per cent of those on existing properties covered single-family homes. Of the dwelling units securing these mortgages, 98 per cent for new structures and 92 per cent for existing were in single-family houses.

The type of mortgagor using FHA financing is indicated by the following significant detail. Over 93 per cent of the new homes and 98 per cent of the existing homes are owner-occupied at the time of mortgage insurance. For new homes, landlords building single-family houses for rent account for 1.2 per cent, while the builders themselves appear as initial mortgagors for 5.8 per cent of the transactions.

The typical new 1949 dwelling securing a Section 203 mortgage was a one-family structure of five rooms with a total floor area of about 840 square feet. The property had a total FHA valuation of $8,502, including the value of the house, the site, and physical improvements such as landscaping or a garage. The available market price of the site averaged $1,018, or about 12 per cent of the total value.

The typical new-home owner financed his purchase with a mortgage of $7,143, to be amortized over 23 years by monthly payments of $55.59. Monthly mortgage payments, on the average, amounted to about 16 per cent of his income, which for the year totaled $3,880.

The average property was valued at just over twice the homebuyer's annual income.

In foreground, Leone Natali and his son, Peter, help teach Mrs. Hostetler details of fine millwork. In background are Frank Citrano and his son, Dominic. Both fathers have been with the Arlington (Va.) Millwork Company over 30 years.

The Arlington Millshop Still Turns Out Fine Millwork for Capital Buildings — because

A Woman Sees to It!

By B. MILLER

THE RED BRICK colonial facade of the Arlington Millwork Company has been a landmark on busy Jefferson Davis Highway in Arlington, Va., for many years—and the shop itself a landmark in the Capital's millwork history.

That its pleasing sight and distinguished career continue is due largely to the pluck and spirit of its new head, Mrs. Alice W. Hostetler.

In 1949, after the death of George Minier Hostetler, the board of directors met to determine the fate of the mill shop. For a crucial two hours, it was undecided whether to continue or liquidate. As principal stockholder, Mrs. Hostetler—a former Philadelphia newspaper woman, social worker, and active participant in Montgomery County, Md., political affairs—was confronted with the decision.

"When I thought of its 35 employees, some of whom had been with us for over 15 years, and of the distinctive contributions of the Arlington Millshop to the interiors of government building, and its outstanding war record, it was important for me to see that it carried on," Mrs. Hostetler asserted.

"I knew the background and structure of the business. I had sat in on negotiations between labor and management, knew its many associations, and was the only one who had an over-all picture. I was aware of my lack of technical knowledge; but with the wealth of talent right here to work with, I did not see why the Arlington Millwork Company could not go on if we all worked together."

And so on September 26, 1949, they decided that this company—that had done so much woodwork for the Capitol and the White House, had won the Army-Navy E during the war, and had swung back into custom millwork with the reconstruction of interiors in President Monroe's mansion at Oak Hill—was to go on.

Working through the department heads, and fully responsible for all decisions to the board of directors, Mrs. Hostetler took over active management of the company as president of the board.

Her first move was to learn as much of the business as she could. She went into the millshop and watched and learned every man's job there, with the exception of actually operating the machines.

She learned how blueprints were broken down and patterns placed before the craftsmen for detailing.

She sat beside the bookkeeper until she learned to post to the Accounts Receivable and Accounts Payable ledgers, and to make out the payroll and semi-annual audits.

When decorators and architects shopped, she listened in as the estimators or the production manager talked over structural work.

For a few days she handled all incoming calls at the switchboard.

She met building contractors as they called at the office.

(*See* MRS. HOSTETLER *page* 84)

Setting up cabinets so that contractors could see the finished product was an idea carried out by Mrs. Hostetler after taking over management of the Arlington Millwork Company following her husband's death. Here she discusses a cabinet with Foreman Stover Walter.

WITH ONE flourish of his pen President Truman enacted legislation—the Defense Production Act of 1950—early this month that granted him more and greater powers than have ever been yielded at one time before to a president of the United States.

This Act gives Truman the right to allocate and requisition scarce materials, control inventories, finance defense production expansion, curb housing and installment credit. And, although he did not request it of Congress, the Defense Production Act of 1950 gives the President the power to ration at retail level and to fix wages and prices on a fairly selective basis.

If and when Truman should freeze prices and wages, he is directed to give due consideration to those that prevailed from May 24 to June 24—the month preceding the entry of American forces into the Korean conflict.

Business executives and economists generally felt that the wage-price-rationing controls were not needed, but they were pleased that Congress did practicably tie wage and price control powers together. It appears unlikely that Truman will make use of these control prices until the current spiral of wage (and price) hikes is completed, until the general elections are over this fall, and until it is more apparent what Russia's world-wide strategy is.

THE DEPARTMENT of Commerce will put into effect the program for voluntarily allocating scarce materials and controlling inventories of them. The General Services Administration recently classified the following materials as "critical at this time": aluminum, cement, copper, lead, leather, lumber, paper, rubber, steel, wool, and zinc. The order is alphabetical—not in rank of scarcity.

The Federal Reserve Board is expected this month to push through a new Regulation W to control installment buying of automobiles, appliances, furniture, and other durables made of critical materials. The President has the power to further restrict credit for housing and other construction, if this seems necessary to divert labor and/or materials to direct defense efforts.

UNDER THE BILL pending in Congress, taxes are to be raised shortly to help pay for the increased defense program. Individual income taxes are set for an average hike of 17.5 per cent, while corporation taxes are slated to shoot up 15 per cent. An agreement has been reached to delay further consideration of an excess-profits tax and of increases in excise taxes until 1951.

Congress in its final consideration of "Emergency" legislation has considerably heeded the recommendations of the Committee for Economic Development in face of the Korean war and Communist epidemic.

The CED program calls for curtailment of non-military federal expenditures, raising of income taxes, launching of an intensive savings bond program, restriction of credit for consumer goods, housing and plant expansion, equipment and inventories.

THE PRESIDENT of the National Paint, Varnish and Lacquer Association, Joseph F. Battley, a World War II military officer and resident of Washington, points the sober way to our people in these words:

"America is in a much more favorable position than in 1940. Production and employment are at record levels. The transition to making implements of war will not take as long as it did at the outbreak of World War II.

"Hoarding, ordering more than is necessary, is merely taking from someone else and will speed up the time when air-tight controls are clamped on all commodities. During this period, businessmen, housewives, and all citizens should be reasonable. There is plenty for all if we buy with sound judgment.

"Remember that when controls are once established as a part of the national economy it will be difficult to change unwarranted restrictions that are always included. We are fortunate in having the resources of America—act American—and we will maintain the principles of this great nation."

AS IN WORLD WAR II, dealers and other American businessmen are faced with new duties on two fronts. They must be patriotic in requesting deferment from military duty for their employees and they must lend a hand in community civil defense.

Most metropolitan areas already are effecting organizations to defend their communities in case of aerial atomic attack. The President has urged dispersion of industry and population. His allotment of funds for increased defense production facilities undoubtedly will be guided strongly by this factor.

To help determine the need for military deferment or the transfer of workers from one industry to another, the Departments of Commerce and Labor have established a joint Committee on Essential Activities and Critical Occupations. To be eligible for deferment of military service, members of the National Guard and organized Reserve Corps must be engaged in critical civilian occupation and essential activity.

THE TOTAL VALUE of new construction put in place in this nation during August exceeded $2.7 billion—a new all-time monthly record. The value of private residential building during the month was estimated by the Department of Commerce at $1.25 billion—up 60 per cent from August '49! Highway construction advanced 11 per cent ahead of last year.

James M. Ashley, president of the Producers Council, pointed out that the wide margin by which building volume this year has exceeded all advance estimates indicates need for more comprehensive studies by federal agencies engaged in analyzing and forecasting construction activity. "While private industry prefers not to lean unnecessarily on the federal government," Ashley said, "legal and other obstacles prevent the building industry from developing the required information by itself."

NEWS of the MONTH

Southern Building Code Congress Engages Texas Institute for Research

THE SOUTHWEST Research Institute in San Antonio, Tex., has been engaged by the Southern Building Code Congress as its technological research facility. The announcement was made jointly by James W. Morgan, of Birmingham, Ala., president of the Southern Building Code Congress, which has headquarters in Birmingham, Ala., and by Dr. Harold Vagtborg, president of SWRI.

Dr. Vagtborg explained that the Southwest Research Institute will research, analyze, and develop data on building materials, equipment, designs, and techniques, and report its findings to the Southern Building Code Congress. Thereafter, the SBCC's Code Research and Revision Committee would base its decisions on the scientific reports of the institute.

The director of the SWRI's Construction Technology Division, C. W. Smith, pointed out that, to the best of his knowledge, the agreement marked "the first time a group of municipalities has established continuing relations with a non-profit scientific research organization for technological and engineering studies to provide greater economies and efficiency in building construction and at the same time promote better standards of safety and health."

M. L. Clement, director of the Southern Building Code Congress, said that "this regional organization is made up of 250 cities with very similar problems. Codes designed to fit Northern climates and snow-loads, or the earthquakes on the West Coast, do not meet our needs. The Congress is determined to keep its Standard Code up to date, and to facilitate the general usage of new techniques which will contribute to economy while adequately guarding the health and safety of the public.

"We selected the Southwest Research Institute to cooperate in this effort because of its interests and accomplishments in the field of building construction and the excellent facilities and personnel available in their Division of Fire Technology and their Division of Housing and Construction Technology."

The 1950 Revision of the Southern Standard Building Code has been adopted recently, or is in the process of being adopted, by these cities throughout the South: San Angelo and Corpus Christi, Tex.; Suffolk and Martinsville, Va.; Winter Park, Fort Myers, Orlando, Daytona Beach, and Clearwater, Fla.; Florence, S. C.; Montgomery and Jasper, Ala., and Columbus and Macon, Ga., and Alexandria, La.

Dealers or community leaders interested in the Southern standard code may obtain a copy or more details from Director M. L. Clement, Southern Building Code Congress, Brown-Marx Building, Birmingham, Ala.

Wood Windows Promoted

A nationwide campaign to promote wood windows on the local dealer level is being planned by a joint committee of leading millwork manufacturers, the Western Pine Association, Ponderosa Pine Woodwork, and over 100 woodwork jobbers. Not a species campaign, the program stresses advantages of wood windows in general.

In addition to national advertising, the committee is providing retailers with advertising mats, radio announcements, material for movie and television programs, envelope stuffers, direct mail pieces, and outdoor posters.

The executive committee includes E. W. Ruddick, general manager of Ponderosa Pine Woodwork; O. C. Lance, secretary-manager of the National Woodwork Manufacturers Association, Inc., and S. V. Fullaway, secretary of the Western Pine Association.

30-Day Training Courses Scheduled

Thirty-day training courses for retail lumber and building-supply personnel will be held again this winter at the Georgia Institute of Technology, the University of Kansas City, and Southern Methodist University, for the employees of dealers in the South and Southwest.

Sponsored by seven Southeastern dealer associations, the 30-day course at Georgia Tech in Atlanta will be held from January 22 to February 23.

Dealer personnel may be enrolled through any of the sponsoring associations: Building Material Merchants of Georgia, Carolina Lumber and Building Supply Association, Florida Lumber and Millwork Association, Alabama Building Material Exchange, Mississippi Retail Lumber Dealers Association, Tennessee Building Material Association, and the Virginia Building Material Association.

The course at the University of Kansas City is scheduled from February 5 to March 9. The sponsor is the Southwestern Lumbermen's Association.

Two courses will be held at Southern Methodist University in Dallas under the sponsorship of the Lumbermen's Association of Texas. The first course will run from January 15 to February 9, and the second from February 26 to March 23.

At these short courses dealer personnel learn how to read blueprints, estimate building costs, figure bills of materials, recommend materials for all sorts of construction and repairs, and to help make a retail business useful and successful.

E. E. Dierking is now assistant general sales manager of the Celotex Corporation, Chicago, Ill. He was promoted from manager of the firm's Chicago, Ill., sales branch. Marvin Greenwood, general sales manager for Celotex, announced Dierking's promotion.

Personnel Notes

Joel B. Gibson has filled the newly-created position of assistant to the president of **Southern States Iron Roofing Company,** Savannah, Ga. Formerly chief engineer, Gibson will help coordinate distribution of aluminum products in the South.

★ ★ ★

John P. Gallagher is now sales representative in West Virginia and southeastern Ohio for the **Insulite Division** of the Minnesota and Ontario Paper Company. His office is in Charleston, W. Va.

★ ★ ★

Miss Alma Deane Fuller has been named director of American **Forest Products Industries'** education division. A former school teacher and Red Cross publicity representative, Miss Fuller will work with educators and youth groups in encouraging better forest management.

★ ★ ★

Formerly Baltimore, Md., district sales manager, **Edison C. Sickman** has been promoted to general sales coordinator of the **Atlas Mineral Products Company,** Mertztown, Pa.

★ ★ ★

New South-Central regional supervisor for the **Clark Equipment Company's** industrial truck division is **Ivan E. Howard.** He is a hydraulics and lubrication engineer. Clark dealers in Howard's territory are located in Tulsa, Okla.; Dallas and Houston, Tex.; Kansas City and St. Louis, Mo., and Memphis, Tenn.

★ ★ ★

Following the establishment of the **Atlantic Steel Company's** product engineering department on August 1, President R. S. Lynch appointed **F. A. Teeple, Jr.,** as department manager. He will direct a program planned to arouse greater consumer interest, open new markets to utilize idle production facilities, diversify product lines, and offer consultation services on product design and plant layout.

★ ★ ★

William Barnett, Jr., now represents **Youngstown Kitchens** in the Texas area that includes San Antonio, Houston, Dallas, and Fort Worth. He formerly headed the Youngstown division for a San Antonio distributor.

★ ★ ★

Richard Miller has been made Southern sales representative for the **Plastergon Wallboard Company.** Miller resides in St. Petersburg, Fla., and handles sales in Georgia, Florida, and Alabama.

★ ★ ★

I. W. (Bob) Hally has been promoted from assistant to manager of the **Celotex Corporation's** Philadelphia, Pa., branch. He succeeds **H. E. Mansfield,** who resigned. **J. E. Varlie** has been made manager of the Chicago, Ill., sales branch, succeeding E. E. Dierking, who was promoted to assistant general sales manager.

R. Ross Hunnicutt is now assistant Southern sales representative for Malarkey plywoods and doors for the M and M Wood Working Company. With headquarters in Memphis, Tenn., Hunnicutt assists Reed P. Morse in Florida, Georgia, North and South Carolina, Virginia, Alabama, Mississippi, Louisiana, Texas, and Tennessee. His previous experience includes service with the Wood Conversion Company and the F. W. Dodge Corporation.

Selden S. Partridge, Jr., is new manager of the Southern States Iron Roofing Company's plant in New Orleans, La. He joined SSIRCO in 1947 as purchasing agent for the Birmingham, Ala., plant and was soon promoted to purchasing agent for the entire company. Partridge replaces John P. Starnes, recently made district sales manager in Nashville, Tenn.

★ ★ ★

G. F. Keeton has joined the American Central Division of the Avco Manufacturing Corporation as manager of field sales for **American Kitchens.** Until recently Keeton was vice-president and general manager of the Tele-Appliance Company, wholesale distributors in Wichita, Kan.

★ ★ ★

Harold D. McAneny has been appointed director of advertising for the **Flintkote Company.** Before joining Flintkote he was connected with the Richmond Radiator Company, and with the Morris F. Swaney and Henry A. Loudon advertising agencies.

★ ★ ★

New Houston, Tex., district sales manager for the **Bridgeport Brass Company** is **E. D. (Pat) Casseday.** Until recently Casseday was with the company's Los Angeles, Calif., office. He has been

142 GUNNISON★ CHAMPION★ HOMES SOLD *in 8 hours!*

. . . PROOF that CHAMPION Homes are sound, profitable investments!

John W. Galbreath & Co.
Realtors
Columbus 8, Ohio

May 29, 1950

General John J. O'Brien, President
Gunnison Homes, Inc.
New Albany, Indiana

Dear General O'Brien:

As you probably recall, just four we offered for sale a project of Gunnison Champion #1 Homes and sold the entire offering on the opening day of the sale.

Yesterday at 12:00 o'clock noon we offered 177 Gunnison Champion #2 and #3 Homes for sale to be built in Lorain, Ohio. We took contracts for 142 houses before 9:00 p.m., and would have sold out the entire offering if our manpower had been sufficient to handle the crowd.

We have found the public to be enthusiastic in its acceptance of the Champion series, and our experience would indicate that the demand for these houses cannot be met for a long time to come.

It was gratifying to learn, upon arriving in the office today, that satisfactory arrangements had been made with you for shipments to meet our erection schedule on this project.

With kindest personal regards, I am

Sincerely yours,

John W. Galbreath

JWG:RAS

Rapid turnover

- + Top quality
- + Low Price
- + Eligibility for FHA and VA loans
- + Great public demand

TOTAL: More Profit for YOU

Gunnison Homes, Inc., U. S. Steel Corporation Subsidiary, is now granting additional DEALER FRANCHISES! We welcome inquiries from qualified, financially sound businessmen. Investigate NOW! Write Dept. S-5 for complete information.

WHEREVER THERE'S BETTER LIVING . .

Gunnison Homes INC

UNITED STATES STEEL (USS) CORPORATION SUBSIDIARY

NEW ALBANY, INDIANA

★TM

in the copper and brass industry for 15 years.

★ ★ ★

W. Dale Marshall has been made sales manager of the **Forest Fiber Products Company,** makers of hardboard panels, in Forest Grove, Ore. Marshall has served in executive capacities in both wholesaling and retailing. He formerly was with the Stimson Lumber Company, parent of the Forest firm.

★ ★ ★

Following the merger by Secretary of Commerce Charles Sawyer of the Office of International Trade with the Office of Domestic Commerce, **Harold E. Holman** was appointed chief of the forest products division of the new **Office of Industry and Commerce.** Holman has appointed **J. L. Muller,** chief of the lumber, plywood, and allied products section; **Leroy Neubrech,** chief of the pulp and paper section, and **A. Fivaz,** chief of the primary forest products section.

★ ★ ★

Glen J. Christner has been appointed general manager of insulation operations for the **Eagle-Picher Sales Company.** He joined the company in 1932 as New York district manager for insulation. He served as national sales manager of the storm window department for the past year.

Coulter Heads New Aggregate Company

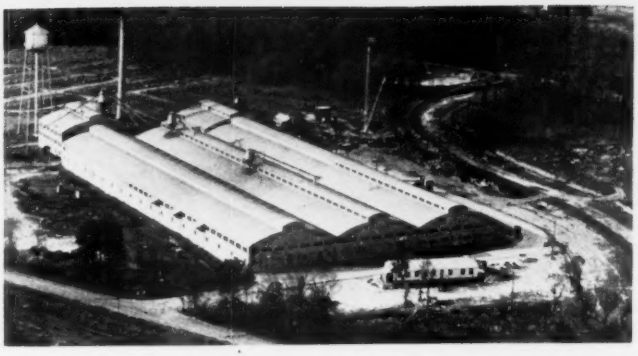
To produce light-weight, low-cost building materials for residential, commercial, and farm buildings through a system of licensee manufacturing plants in every major United States trading area, the American Bildrok Company has been organized in Chicago, Ill.

President of the new firm is Thomas H. Coulter, former vice-president of the Universal Zonolite Company and for the last five years a partner in an organization of management consultants. He announced that the American Bildrok Company not only will manufacture, principally from perlite, light-weight aggregates for plaster and concrete, but also will make them into insulating, acoustical, and structural building panels.

"Most important and revolutionary among the new products," he declared, "is a light-weight, insulating wall panel which combines aggregate and portland cement, through a new process, into sections 16 inches wide, 4 inches thick, and 8 feet long. These panels will make a complete wall and thereby replace from four to six materials now used in wall construction."

Associated with Coulter in organizing and managing the American Bildrok Company are: William Wood Prince, president of the Union Stock Yards and Transit Company, chairman of the board; James F. Donovan, trustee of the Central Manufacturing District, vice-president and treasurer; Thomas S. Tyler, law-firm partner, company secretary; and William Wadsworth Wood, publisher of *Small Homes Guide*, director and consultant.

According to Coulter, the American Bildrok Company will grant licenses in principal cities so that finished products can be delivered easily from these plants to building sites everywhere.



HUGE SAVANNAH PLANT TURNS OUT G-P PANELS

In the Savannah, Ga., plant seen above, the Georgia-Pacific Plywood and Lumber Company is now producing G-P Crownply veneers and G-P Plysheet panels at an estimated output of 1.5 million square feet a month. The buildings contain 135,000 square feet of floor space; the plant site includes 220 acres. Frank Schuh, G-P's Southern production vice-president, is seen at right fingering some of the first hardwood sheets. The Savannah plant manager, E. L. Burnsed, is at right. The plant originally was built by the General Plywood Corporation at an estimated cost of $2 million. Photos courtesy Plaskon Division, Libbey-Owens-Ford.

Roof Coating Firm Tied to Gibson-Homans

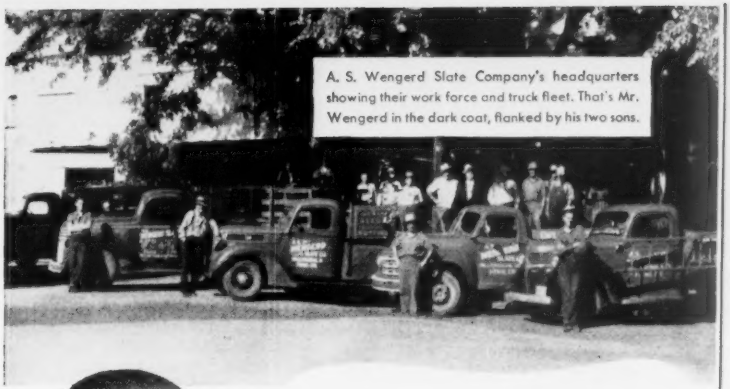
A recent merger transaction of the Hutson Manufacturing Company in Conyers, Ga., has resulted in its becoming the Southern division of the Gibson-Homans Company, Cleveland, Ohio, manufacturers of roof coatings, calkings, and paints.

Founded by Harry E. Hutson six years ago, the Georgia firm has been incorporated and enlarged with Gibson-Homans capital. It now manufactures a complete line of roof coatings for jobbers.

Hutson is president of the new corporation. W. Robert Hutson is secretary-treasurer. Norman M. Cornell and Harold R. Allison represent Gibson-Homans on the Hutson firm's board of directors, and Allison is its vice-president.

Lawson Selected

Harry Lawson, past-president of the Florida Lumber and Millwork Association and general manager of Bailey's Lumber Yard in Miami, was selected by U. S. Secretary of Commerce T. L. Sawyer to serve as a member of the new National Advisory Committee for Retail and Allied Products Distribution.



A. S. Wengerd Slate Company's headquarters showing their work force and truck fleet. That's Mr. Wengerd in the dark coat, flanked by his two sons.

"I'VE SOLD OVER 15,000 SQUARES OF ALCOA ROOFING IN 4 YEARS"

Ohio Alcoa dealer proves it pays to tie in with the best known name in aluminum

A. S. Wengerd, Alcoa Roofing dealer in Millersburg, Ohio, has no doubts about making money with Alcoa Roofing. Listen to what this progressive farm dealer says:

"During the last four years I have sold over 15,000 squares of Alcoa Aluminum Roofing. I have found it to be a real profit maker and sales builder. Because farmers in this area like Alcoa Aluminum Roofing, they come back for more and tell their neighbors about it. This builds satisfied customers and profitable repeat business for me.

"I am an enthusiastic booster for Alcoa Aluminum Roofing because my customers are."

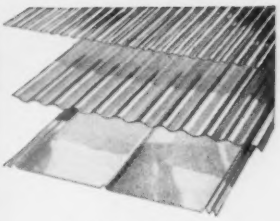
For extra sales on aluminum roofing—tie in with Alcoa, the best known name in aluminum. You'll have the full backing of Alcoa's big merchandising drive—signs, literature, sales helps, and a great nationwide program selling roofing through national and regional farm magazines.

To get information about the Alcoa line and the selling program behind it—mail the coupon below TODAY.

ALCOA ALUMINUM

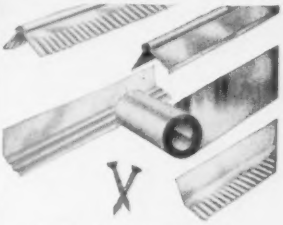
ROOFING SHEET

ALCOA ALUMINUM ®



A COMPLETE LINE

of aluminum roofing. And the strongest, gauge for gauge. Sell Alcoa and you sell the best.



WITH ALL ACCESSORIES

roll valley, ridge roll flashing, nails. Alcoa Roofing comes in all standard lengths in both finishes and both gauges.

MOST COMPLETE ADVERTISING SUPPORT

of any farm roofing material. Fact-packed selling ads in leading national, regional and special farm magazines are preselling Alcoa Roofing Sheet for you—producing thousands of sales-making inquiries for Alcoa dealers.

BACKED BY THE GREATEST NAME IN ALUMINUM

which you can display outside your store with this attractive, colorful sign, supplied free to Alcoa dealers. Ask your supplier for it, or write Alcoa today.

MAIL THIS COUPON

ALUMINUM COMPANY OF AMERICA
1442J Gulf Building, Pittsburgh 19, Penna.

Please send me information on the Alcoa line of Farm Roofing and Accessories.

Name _____

Company _____

Address _____

City _____ State _____

LUMBER OUTLOOK

THE LARGEST purchase of lumber by the Lumber Branch of the Corps of Engineers since World War II ended was under way in Atlanta, Ga., as S*B*S went to press. Up to 100 million feet of lumber was scheduled to be bought for Department of Defense requirements by September 9. The Atlanta Biltmore Hotel was packed with manufacturers and wholesalers from throughout the South. More than 300 lumbermen were present, but only 184 put in bids. The others were there just to gauge the market and observe the procedure.

More than 5,000,000 feet of lumber was bought in auction on the opening day, September 5, with these mill prices for Southern pine No. 2 common S4S prevailing:

1x6	$92- $95
1x8	$97- $99
1x10	$98-$100
1x12	$98-$102
2x4	$73- $75
2x6	$83- $85
2x8	$94- $96

All lumber sold at the auction was priced f.o.b. destination and the sellers were required to post performance bids. Several manufacturing "retailers" declared that the prices were better than they could obtain in slow local retail markets.

Similar auctions are planned to be held monthly to keep lumber moving to domestic and foreign defense installations. Maj. Gen. Lewis A. Pick, chief of the Army Corps of Engineers, told a committee of Southern pine manufacturers that the defense requirements during the 10 months through June '51 should require only 1.5 billion feet of lumber unless war spreads beyond Korean borders.

THE SECOND quarterly report for 1950 of the Lumber Survey Committee disclosed that lumber production exceeded all previous quarters for which estimates were available. Lumber output was estimated at 8,187 million feet of softwood and 2,194 million feet of hardwood, for a total of 10,381 feet. This was 18.2 per cent more than production for the second quarter last year.

The committee attributed the record output to good weather in all producing regions except parts of the South, to the opening of new mills and the re-opening of small ones, both kinds attracted by rising lumber prices.

The committee doesn't anticipate much effect on homebuilding activities by the tighter credit regulations. The National Association of Home Builders, incidentally, has advised its members not to abandon plans for construction next winter or spring, because the government wants the building industry to maintain a high volume of employment and production within the limits imposed by the defense program.

DURING AUGUST lumber shipments and orders trailed production, the National Lumber Trade Barometer records showed. For the week ending August 26, shipments were 3.5 per cent under production while new orders were 5.9 per cent below output. For the year to date, however, shipments were 7.9 per cent above production and new orders were 13.0 per cent greater than output.

The bottleneck on the West Coast continued to be car shortages, and relief—due to Asia-bound defense shipments and railroad strikes—did not appear likely before late October or November.

The Western Pine Association was so anxious to get out its dry lumber to impatient dealers and builders that it recommended discontinuance of in-transit stoppage of lumber shipments until February and reinstatement of a six-day service week by the railroads.

THE SOUTHERN pine trade barometer had a different complexion for the week of August 26. Shipments were 11.42 per cent above production, and orders were 3.39 per cent greater than output. The three-year average showed orders 1.66 per cent up; shipments 9.55 per cent ahead, but production was down 1.68 per cent.

Despite the rising prices of lumber, asphalt roofing, flooring, millwork, gypsum board, and other short items, building continued in July to set the pace for sales in many trading areas. Atlanta, Ga., had more homebuilding starts in the first seven months of the year than for all of '49. Sales of retail dealers in many Southern cities were about 50 per cent greater in July '50 than the same month last year.

The tremendous demand for materials, together with the necessary cutback for defense requirements, prompted some manufacturers of metal products to return to an allocation system voluntarily and to raise their prices slightly. Records of most material manufacturing industries—brick, plywood, gypsum board, and cement included—showed that production was greatest in history. The problem was not one of supply, so much as one of unprecedented demand.

But inauguration of allocations of critical materials, of tighter installment and mortgage terms, and the increased cost of living together will inevitably spell a lessening of building activity toward a more normal operation.

Chain Saw Contest in N. C. Sets Record

A new record for two-man chain-saw cutting was established at the North Carolina State College Farm and Home Week Show recently. A crack pulp-cutting crew made three consecutive bucking cuts through a 20-inch pine log in the total elapsed time of 35 seconds.

Using a smooth-cutting, 12 horsepower heavy-duty saw, the N. C. team of John Nunnery, of Vance county, and Ben Boney, of Lenoir county, outstripped all competitors in the colorful contests that were a feature of the 42nd annual State College show.

"How dare you men eat your lunch in our bedroom!"

Yes, greater profits from window glass are yours for the asking. Here's all you have to do:

1. *Move your window glass right onto your selling floor*—stock it, merchandise it, cut it right there! You'll be amazed at the way your sales will increase. People buy what they can see.

2. *Put in timely window displays of glass and associated items*—putty knives, putty, a glass cutter and pliers. L·O·F's tested merchandising aids will help you: window streamers, the illuminated sign, counter cards, etc. Ask your L·O·F distributor how to obtain these.

3. *Build up adequate stocks of easier-cutting, easier-selling L·O·F Window Glass* (the kind with the famous nationally advertised trademark). Your L·O·F distributor will be glad to tell you the fastest-selling sizes in your locality—and the quantities he recommends your stocking.

4. *Use the handy coupon below to get your free copy of our helpful book, "For Greater Window Glass Profits".* In it you'll find many valuable hints on how to cut window glass properly, how to build a display storage rack, how to merchandise glass. No obligation, of course. Libbey·Owens·Ford Glass Co., 1795 Nicholas Building, Toledo 3, Ohio.

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Write for your copy of this helpful book TODAY.

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Efficiency of Heating Systems Being Tested

TO ASSURE the owner of a low-cost home the same comfort he would expect in a higher-priced home, the National Bureau of Standards and the National Warm Air Heating and Air Conditioning Association are conducting tests to determine the effectiveness of various heating systems.

The baseboard convector system has proved to be one of the most satisfactory for maintaining uniformity of heat and keeping floors comfortable in basementless homes.

The National Bureau of Standards built a test house of the low-cost, FHA-approved type, with four rooms and a bath connected by a central hallway. Although a basement was included, it had no effect on the tests. The entire structure is enclosed in an insulated outer shell in order to simulate temperatures and conditions of all parts of the United States.

Of conventional frame construction, the house has two-by-four-inch studding with sheathing, building paper, and lap siding on the outside. The inside wall is of ½-inch plasterboard nailed to the studding. The ceiling is plywood. One-inch insulation was placed between the two wood layers of the floor. Thermocouples were suspended from the ceiling to measure temperatures at distances of 2, 30, 60, 78, and 94 inches above the floor.

Several types of baseboard heating systems have been used recently, including hollow cast-iron elements, finned or unfinned, and those with finned steel pipe or copper tubing with shields or covers partially enclosing the heating elements. The elements for these systems, which are not much thicker or higher than a baseboard, take up practically no room from the living space.

The system used in the test bungalow consisted of lengths of finned 1¼-inch iron pipe under the windows connected by unfinned one-inch standard pipe and partially enclosed by a perforated sheet-metal cover. The 3½-inch-square fins were spaced ¼-inch apart on the pipe. Heat was transferred by convection of air through the enclosure and over the finned surface.

Two types of controls were used in the tests—a conventional wall-type electric thermostat, and a modulating control employing an outside thermostat and three-way valve that mixed the boiler supply and return water to vary the temperature of the water entering the system.

Temperature distribution was observed while outside temperature varied from near zero to 50 degrees F, and characteristics of the modulating valve and outdoor thermostat were noted.

Comparatively small temperature differences were observed between various levels in the same room and between rooms when outside temperatures varied from 50 degrees F to zero. As the outside temperature decreased, the inside temperature differences increased, with vertical amount of change ranging from 0.3 degrees F per foot above the floor for an outside temperature of 50 degrees, to 0.8 degrees F per foot for an outside temperature of zero.

With the baseboard convector system, only a 3.5 degree F temperature difference was observed between the space from two to 60 inches from the floor, while an eight-degree difference was observed for the same space with a gravity hot-water heating system with conventional thin-tube radiators and boiler in the basement.

The National Warm Air Heating and Air Conditioning Association recently dedicated its third warm air research residence in Urbana, Ill.

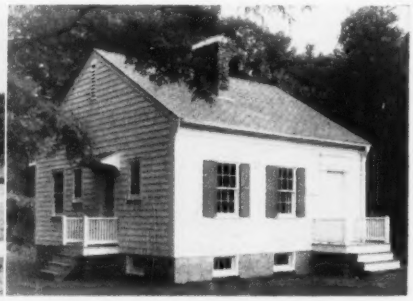
The 4½-room, basementless, typical low-cost home will be used to test the effectiveness of four heating systems:

1. A warm-air radiant-convection system with warm-air ducts embedded in the concrete slab floor along its outer perimeter, and floor registers opening into the ducts.

2. A gravity system with high sidewall registers and low wall returns.

3. A forced air system with the same duct plan as the gravity system.

4. A winter air-conditioning plant with low wall registers in each room and highwall side returns.



The house sided with shakes, at left, is "Warm Air Heating Research Residence No. 3" of the National Warm Air Heating and Air Conditioning Association. With construction typical of homes in the $9,000-$10,000 class, this house will be used at the University of Illinois in Urbana to develop methods of designing and installing warm-air heating systems which will provide desired comfort at minimum cost. At right is seen the test bungalow constructed at the National Bureau of Standards in Washington, D. C., for research in heat-transfer phenomena in small houses. Built in compliance with FHA specifications, this house was the scene of baseboard heating research described in the accompanying article. The floor plan for either house will be sent by SOUTHERN BUILDING SUPPLIES to any lumber dealer who writes on his company letterhead.

TOM HENDERSON
FAMOUS COLLIER'S CARTOONIST

"WALTER THINKS HE'S SIR WALTER NOW THAT

EVERYTHING HINGES ON HAGER!"

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience

HAGER HINGES

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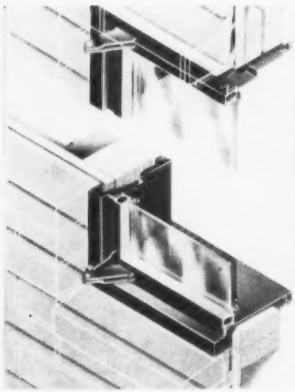
PRODUCT PARADE



149—Trimmed Window

Complete inside and outside metal trim are now combined with Fenestra residential steel casement windows and hardware. Available in all Fenestra casement window types and sizes, the new unit greatly simplifies and cuts cost of installation.

The rough opening preparation is satisfactory for frame, brick veneer, or stucco finishing, eliminating need for finish carpenters. The inside is recessed to provide a pocket for blinds or roller shades.

The new Fenestra unit is made by the Detroit Steel Products Company, 3227 Griffin Street, Detroit 11, Mich.

150—Insulating Siding

The Celotex Corporation, 120 South LaSalle Street, Chicago 3, Ill., announces ShadowGrain, a new insulating lap siding.

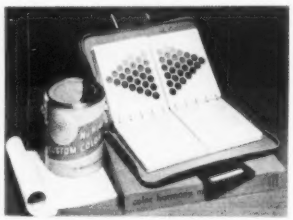
ShadowGrain is used for re-siding as well as on wood sheathing in new construction. Its "shake" finish hides vertical joints and provides nail concealment. Made in silver white, the panels are 9-by-48 inches.

✓ ✓ ✓

151—Color Harmony

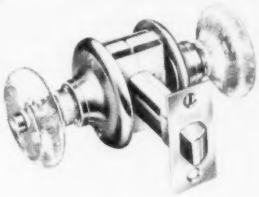
The Martin-Senour Company, 2520 South Quarry, Chicago 8, Ill., announces a Color Harmony Manual, developed by the Container Corporation of America.

This Color Harmony Manual, said to be the simplest of color systems for practical use, contains chips arranged on 37 loose-leaf charts, bound in a leather folio. Showing both glossy and dull surfaces, the chips serve as standards for color identification and invention of color harmonies. Chips are removable to facilitate making color schemes from the 30 hues.



Martin-Senour's Nu-Hue colors have been increased to approximately 2,000 tints, tones, and shades to coordinate with the new manual.

✓ ✓ ✓



152—Door-Knob Sets

The Technical Glass Company, 2050 East 48th Street, Los Angeles 58, Calif., announces the Tegco ShurLok line of glass or metal door knob units.

All parts of the self-aligning sets are factory-assembled into only three assemblies to simplify installation. There are only two holes to bore, and the unit is reversible for right- or left-hand doors. There is a 10-year finish guarantee on the metal knobs and roses, which are protected by a hard, transparent enameled coating.

The units are made in pushbutton or turnbutton styles. The metal knobs are finished in brass, bronze, nickel,

For Free Information—

We want more information on the following new products described in SOUTHERN BUILDING SUPPLIES. Please send us information on the numbered items checked below:

149	150	151	152	153
154	155	156	157	158
159	160	161	162	163
164	165	166	167	168
169	170	171	172	173
174	175	176	177	178
179	B-340	B-341	B-342	B-343
B-344	B-345	B-346	B-347	B-348
B-349	B-350	B-351	B-352	B-353
B-354	B-355	B-356	B-357	B-358
B-359	B-360	B-361	B-362	B-363

Clip this coupon and mail it today to:

SOUTHERN BUILDING SUPPLIES,

806 Peachtree St., N. E.

Atlanta 5, Ga.

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POSITION .....

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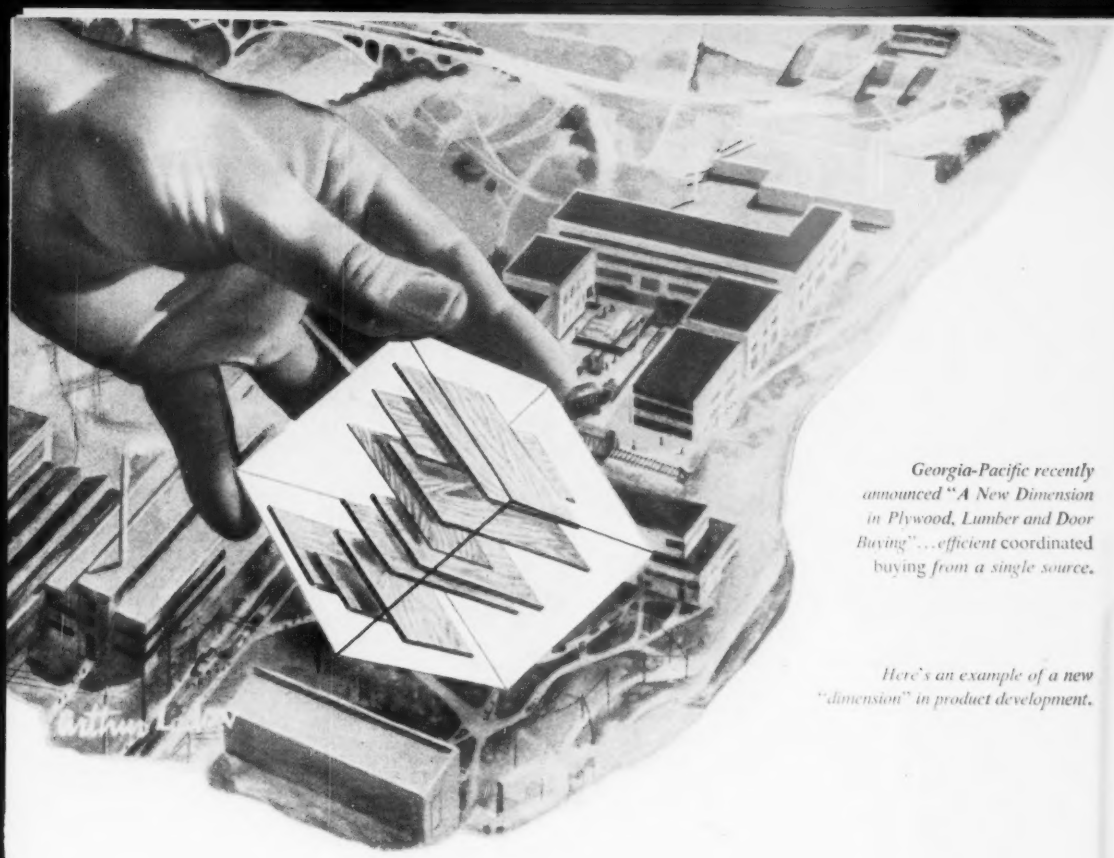


Georgia-Pacific recently announced "A New Dimension in Plywood, Lumber and Door Buying"... efficient coordinated buying *from a single source.*

Here's an example of a new "dimension" in product development.

GPX...

a new "dimension" in plywood!

Take a seven-league step forward in your thinking about plywood—its properties and uses. Georgia-Pacific's GPX PLASTIC-FACED PLYWOOD is revolutionizing many industrial and construction applications.

GPX PLASTIC-FACED PLYWOOD has an armor-hard, satin-smooth finish. It retains the natural warm beauty and easy workability of wood . . . yet it's so hard, rigid, tough, and durable that you'd be amazed at its cost-cutting record of performance.

Write today and learn how GPX can offer your customers ways of doing many jobs better at lower cost . . . and build profitable repeat business for you.

GEORGIA—PACIFIC
PLYWOOD & LUMBER CO.

Georgia-Pacific representatives are available at any of the offices or warehouses listed below. It will pay you to talk with them.

AUGUSTA—Southern Finance Building, Tel. 2-8383
BOSTON—Castle Island Terminal, Tel. SOuth Boston 8-6540
CHICAGO—332 S. Michigan Avenue, Tel. HArrison 7-5466
OLYMPIA—North Capitol Way, Tel. 4407
PHILADELPHIA—Pier 179 North at Allegheny, Tel. GArfield 3-4501
PORTLAND—Wilcox Building, Tel. BRoadway 3408
PORT NEWARK—Bldg. 101-B Sec. Dock Street, Tel. MItchell 3-7750

and chromium, either polished or satin. The ShurLok line includes entry sets, passage, bedroom, bathroom, exterior, communicating, and closet door sets.

✔ ✔ ✔

153—Awning Fan

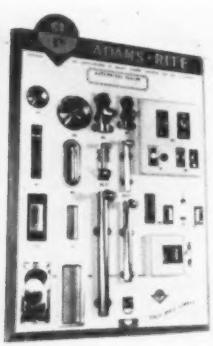
The Air Equipment Company, 1713 W. Carroll Avenue, Chicago, Ill., now makes the Koolmaster awning fan, said to provide "complete home ventilation for less than $100" in average houses.

Furnished complete with awning, the fan fastens entirely on the outside of the house, eliminating costly installation and defacing of the building. It has a 24-inch exhaust-type fan, handles 5,000 CFM, and can adjust to 28-, 30-, 32, or 36-inch windows.

Shipped flat for convenient storage, the fan is easily assembled by homeowners.

✔ ✔ ✔

154—Hardware Display



The Adams-Rite Manufacturing Company, 540 W. Chevy Chase Drive, Glendale 4, Calif., offers to dealers a free display board for builders hardware items.

Lacquered in ivory with red, black, and gold trim, the 16-by-24-inch display holds flush and edge pulls, ball latches, surface and slide bolts, and jamb bolts.

PRODUCTS IN BRIEF

For full details on these new products, return coupon on page 50

B-340. Tube-Tite **staples** are designed to fasten copper and brass tubing used in radiant heating, refrigeration, and similar installations. Made of pure copper with a steel core for strength, the staples are made in three sizes to fit 3/8-, 1/2-, or 3/4-inch tubing.

B-341. The Loco-Latch is a **magnetic latch** for cupboard doors. It consists of a small, powerful magnet and a small special steel plate, both quickly installed with screws. It is said to last a lifetime.

B-342. The Quick-Set Dado, an instantly **adjustable dado** tool, has eight cutters made of high-speed tool steel. It can be set for any desired groove width from 1/4 to 13/16 inch and 3/4 inch deep by merely turning a dial. It is made for right or left shaft rotation, for shafts 1/2, 5/8, and 3/4 inch in diameter.

B-343. The Fiberglas **expansion joint** is a new product for use in concrete work to prevent foreign matter from entering joints and rendering them ineffectual for opening and closing to relieve thermal or upheaval stresses. The joint is an asphalt-impregnated, bonded glass-wool board, faced on both sides with heavy asphalt-saturated kraft paper.

B-344. Two new patterns are available in Libbey-Owens-Ford Blue Ridge **patterned glass.** Called Textured Linex and Textured Flutex, the patterns give a slightly rippled finish on the flat side of the glass.

B-345. The redesigned Trucktractor line of **haulage vehicles** is said to have increased speed, reduced size, and greater stability. Made in two models—for tipping and for dumping—the trucks carry up to 40 cubic feet and up to 4,000 pounds. They travel 14 MPH in high gear and eight in low gear, in both forward and reverse.

B-346. The new General Electric **dishwasher** is made in four models—a free-standing cabinet, combination dishwasher-sink, and two chassis models for counter installation. It is said to wash and dry a full load of dishes, cutlery, and glassware in less than 30 minutes.

B-347. An attractive three-dimensional display is designed to help retailers establish a complete **floor maintenance department.** It holds and suggests supplies for finishing floors of wood, asphalt tile, terrazzo, rubber tile, linoleum, cork, or concrete.

B-348. A new Yale **door knob** has a steel base and is finished either in polished brass or chrome for use on interior doors. The surface is an embossed mosaic of geometric forms, giving it an inlaid appearance. The mosaic appears to change patterns as the knob is viewed from different directions.

B-349. The Roll-A-Door sliding **door hardware** has a self-adjusting spring tension built into the top rollers eliminating fitting time and installation work. Doors are said to be removed, reversed, or replaced in seconds. The spring tension also compensates for uneven flooring or ceilings.

B-350. The Shoubson Perma-Post is a low-cost **supporting column,** made from prime electric-welded steel. A special vinyl plastic coating makes the posts anti-corrosive. Four inches in diameter, they are made in both fixed lengths in standard or special sizes under nine feet or in a jack-type model to provide any length desired.

B-351. Two improved Porter-Cable Guild **saws** have built-in calibrated angle adjustment for accurate bevel cutting, and instant depth control. The Model A-6 cuts two inches at 90 degrees, and the A-8 cuts 2 7/8 inches at 90 degrees. They are priced for home workshop use.

B-352. Roxdale guaranteed **tileboard** is now made in two new colors—azure blue and dove gray.

B-353. The Model 100 Bernz **portable weed burner** has a one-gallon tank of seamless steel tubing. The burner can be used in up or down position without fuel stoppage. The 20 - 24-inch flame will burn for several hours at more than 2,000 degrees F. Other uses include thawing frozen sand and pipes, disinfecting stock pens and poultry houses, burning roots and stumps.

B-354. The Clark gas-powered Carloader **fork-lift truck** is now available with Dynatork drive, which transmits engine power to the drive wheels by magnetic induction, through an air gap. There is no friction-type clutch, and several sources of wear are eliminated. It is said to do away with jerks, repeated gear-shifting in close quarters, and waste of power.

B-355. The Thulman pre-built, all-metal chimney can now be equipped with a **rain cap and shield,** said to keep water from the flue during even hardest downpours. Louvers allow smoke to escape and permit free air circulation. The rain shield is readily attached to the chimney top.

B-356. The new vertical Thrush **flow control valve** with an air-vent tube saves use of a pipe nipple and elbow, thus reducing installation costs. Made in four sizes, it is used on automatically-fired forced circulating hot-water heating systems.

B-357. The permanently-mounted Power Roll **horizontal conveyor** consists of a drive unit and a tail section, with a 10-gage, eight-inch-deep steel channel frame. These units are coupled by sections with an upper level of adjustable pressure rollers. An eight-inch canvas belt serves as

THE SATURDAY EVENING

POST *pages tell 'em!*

YOU SELL 'EM!

Full page, full-color ads sell your customers on remodeling with Gold Bond Insulation Board!

THESE full-color Gold Bond pages give fresh remodeling ideas to your best customers. And only Gold Bond does this steady month-after-month spadework to dig up remodeling prospects for you. Make these ads pay off! Show your customers samples of new Gold Bond Insulation Board. Tell them how it's ideal for building an attic bedroom, gameroom, or for remodeling a store, restaurant or bowling alley. And remind them how easy it is on their budget. It'll pay off in extra Fall profits for you!

NATIONAL GYPSUM COMPANY, BUFFALO 2, N. Y.

Decorative Insulation Boards, Fireproof Wallboards, Lath, Plaster, Lime, Sheathing, Wall Paint, Rock Wool Insulation, Metal Lath and Sound Control Products.

a friction drive for the surface rollers.

B-358. Kengrip **non-slip wax** is designed to reduce hazards of slips and falls, yet leave a hard sheen. It is said not to streak or puddle, is not tacky, and does not collect dirt.

B-359. A new line of National **unit heaters** for commercial restaurant, hospital, factory, and public building space heating consists of 24 sizes of horizontal units and 16 different vertical units. In both horizontal and down-flow units, the fan shroud is part of the steel cabinet. Cabinets have corrosion-resistant baked-on crinkle finish.

B-360. Bassick's Hand - L - Hold **holds handles** of mops, brooms, tools, and similar objects. A handle is inserted in the movable, rubber-grooved gripper by an upward swing and held in place by its own weight. It is easily lifted out without pushing or pulling. Hand-L-Holds are attached to walls by two screws.

B-361. Marlite **plastic - finished panels** for wall and ceiling are made in maroon, with a high-gloss finish. Marlite panels are now available in 63 color and pattern combinations.

B-362. A new lightweight model, 750, has been added to the Brown line of Speedy **portable sprayers.** Using a ¼ HP motor, it thoroughly atomizes water-base paints, enamels, varnishes, lacquers, calsomine, and insecticides.

B-363. The new Econ-O-Mark economy all-steel **basement windows** are made with a single weather contact inside and over-handing casement to deflect wind. Made in three sizes, they accommodate screens and storm sash. The new Monarch utility window has four lights, the upper two opening inward. Both new windows have a positive lock catch.

155—Sash Holder

The J. N. Vikre Company, Inc., 3016 14th Avenue South, Minneapolis, Minn., has developed a new ¾-inch sash holder especially for plain - rail sash.

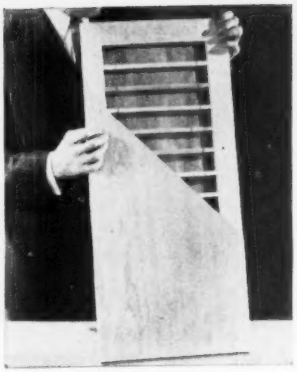
This Model VSH - 20 is a spring - tension type holder with all moving parts fully encased to eliminate sticking and binding. The holders require only one hole drilled in the sash. The patented steel spring tension is adjustable.

✔ ✔ ✔

156—Cupboard Door

A new cupboard door, claimed by the manufacturer to be warp-resistant, has plywood facings of three-ply hardwood bonded to a rim of low-density wood.

Inside ribs keep facings from sinking away from a level plane. Interior ventilation is said to keep the inside dry and all parts at the same temperature. Bakelite BCU-22 urea liquid resin glue is used throughout as the bonding agent.

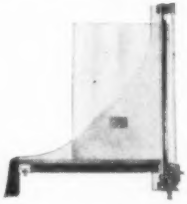


The doors are made by the Wisconsin Laminating Company, Chilton, Wis.

✔ ✔ ✔

157—Glass Cutter

The Fletcher-Terry Company, Forestville, Conn., now makes a glass-cutting machine especially designed for use in retail stores. It comes in two sizes, made to cut glass up to 36 or 48 inches.



The cutting head, equipped with ball bearings, travels on two chromium-plated steel bars. It is controlled by a vernier adjusting mechanism to assure square cuts. Pressure is adjustable to desired tension, and the breaking device has been improved and strengthened.

The machine has been approved by the City of New York's Bureau of Weights and Measures.

✔ ✔ ✔

158—Overhead Hardware

The Holmes series 800 overhead garage door hardware fastens to the side of door jambs and requires only eight inches of overhead clearance. It is designed to lower the cost of overhead doors. Built to operate doors up to 300 pounds and seven feet high, this hardware has a turn-buckle type balance adjustment for easy regulation.

Additional information is available from the Holmes Manufacturing Company, 211 N. Madison Ave., Los Angeles 4, Calif.

159—Coal Loader

The model 544 Barber-Greene heavy-duty coal loader has a hydraulically - controlled discharge conveyor that can be easily swung into place to load high trucks and long trailers. This loader is mounted on a special loader-type pneumatic-tired chassis, designed for hard use, safety, and ease in maneuvering. Other features are a spiral feed hydraulically - controlled clean - up scraper and an overload release that prevents damage and reduces maintenance costs.

An eight-page, two-color folder describing this coal loader and its accessories is available on request from the Barber-Greene Company, Aurora, Ill.

✔ ✔ ✔

160—Aluminum Ladder

The Newark Ladder Company, Rahway, N. J., has introduced a new all-aluminum stepladder in honor of the company's 50th anniversary.

Made of aluminum alloy with rubber safety shoes attached at front and rear, this sturdy ladder has no sharp corners, has steps secured with six rivets, and weighs less than two pounds to a foot.

✔ ✔ ✔

161—Improved Windows

The Copco Steel and Engineering Company announces the Copco line of architectural and commercial projected and horizontally-pivoted windows.

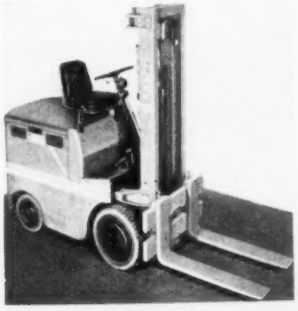
Made of hot-rolled solid steel sections, the line includes a complete ange of types and sizes. The company's engineering department will give free advice and assistance. Further information is contained in pamphlet 1W1, mailed on request.

✔ ✔ ✔

162—Fork-Lift Truck

The Clark Equipment Company, Battle Creek, Mich., announces a new 3,000-pound-capacity electric Carloader fork-lift truck with 24-inch load center. Driving the truck is said to be almost identical with that of an automobile with automatic gear-shifting.

Simultaneous action of the directional control-lever lock and a "dead-



They carry it away! 250 sq. ft. per roll — weight 15 lbs.

Special deal for your "HOT" Salesmen!

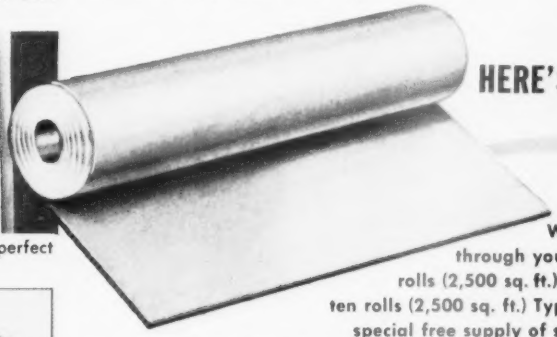
on the low-cost "cooling" that's sweeping the South!

REYNOLDS ALUMINUM REFLECTIVE INSULATION

Where the sun is hot . . . reflect! Sell this low-cost, easy-to-use insulation that reflects up to 95% of radiant heat (that's sun-heat, son!). Reduces inside summer temperatures up to 15°. Keeps buildings warmer in winter, too—cuts fuel costs. Sell it for homes, commercial structures, farm buildings. Make one good start and your customers will sell for you—they can *feel* how aluminum takes off the heat-load! See your jobber. Mail the coupon. **Reynolds Metals Company,** Building Products Section, Louisville 1, Ky. Offices in 32 principal cities.

Tack or staple it under rafters or over ceiling joists.

Bow it in between wall studs—perfect vapor barrier, too!



HERE'S THE DEAL!

We'll send you, through your jobber, ten rolls (2,500 sq. ft.) Type B and ten rolls (2,500 sq. ft.) Type C, plus a special free supply of samples, literature, mats and dealer sign. Cost to you . . . about $94.00. Retail sale at average mark-up . . . $130.00. PROFIT . . . $36.00. (Two sales for small houses, complete, will turn over the whole quantity!)

Great for farm buildings. Increases poultry and livestock production!

Type B, aluminum on both sides. Type C, one side. Widths: 25", 33" and 36".

Display this 20" x 13" colored aluminum sign —included in the deal!

MAIL THIS COUPON!

REYNOLDS METALS COMPANY
Building Products Section,
2036 South Ninth St., Louisville 1, Ky.

5

I am interested in your special deal on Reflective Insulation.
Please... ☐ Send name of nearest jobber;
☐ send more information

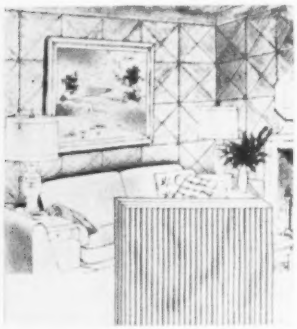
Name _____
Company _____
Address _____

REYNOLDS ALUMINUM

man" break are said to insure absolute safety. A separate motor powers the hydraulic pump. The lift-control lever is raised to make the forks rise, and dropped down to lower them.

All parts are easily accessible for service and maintenance.

✔ ✔ ✔



163—New Plywood Design

The Aetna Plywood and Veneer Company, 1750 N. Elston Avenue, Chicago 22, Ill., announces Combwood, a parallel-line embossed plywood, with a combed grain effect. The three-dimensional design is heat-embossed, leaving the wood grain visible but subdued.

Combwood is suitable for wall paneling, doors, furniture, displays. It is made in sheets of 4-by-7 and 4-by-8 feet in interior and exterior grades. It is ¼-inch thick, has three plies, and a solid core and back. Free samples are available.

✔ ✔ ✔

164—Small Appliances

The Westinghouse Electric Corporation, Mansfield, Ohio, announces six new small appliances—a pop-up toaster, single and twin waffle bakers, sandwich grill, electric iron, warming pad, and electric blanket.

The waffle baker turns out 81 square inches of waffle at a time. It is permanently treated to prevent sticking and discoloration of waffle grids.

The toaster, controlled by a thermostat, can be set for turning out toast of a desired brown.

The sandwich grill has a heat-absorbing undercoating to reduce the wattage from 1,000 to 850 watts on the automatic model, and to 600 on the non-automatic. The grill also toasts, fries, warms, and makes waffles with a set of waffle grids.

The iron weighs only three pounds and has a temperature control.

The warming pads, in two models, have three temperatures. The deluxe model has a removable quilted satin cover that is completely wetproof. Heating units are hermetically sealed in a rubberized-cloth envelope.

The electric blanket has single or dual heat control. Nine small thermostats built into the wiring insure against overheating. The heat control box can be clipped to the bed rail or headboard, mounted on the wall, or set on a table.

180—Power Tools

The Mall Tool Company, 7827 South Chicago Avenue, Chicago 19, Ill., announces a new line of low-price combination power tools.

By using the many varied attachments, each tool is said to perform dozens of different operations. The manufacturer offers an unlimited quality warranty on the new line.

A complete merchandising program has been set up to aid dealers with tool sales.

✔ ✔ ✔

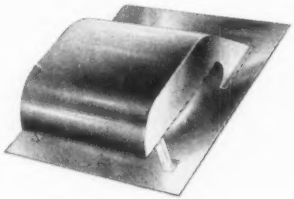
165—Fireproof Panels

The Owens-Illinois Glass Company, Toledo 1, Ohio, has introduced a lightweight, incombustible building panel for exterior and interior use. Called Kaylo, this 4x8-foot laminated panel is made of a new calcium-silicate insulating material. Only 1⅞ inches thick, it is said to have more insulating value than a 16-inch concrete wall.

It consists of a 1⅝-inch core of insulation faced with ⅛-inch cement asbestos boards. Having unusual structural strength and moisture resistance, Kaylo can be installed with ordinary tools.

✔ ✔ ✔

166—Roof Ventilator



The Leigh Building Products Division of Air Control Products, Inc., Coopersville, Mich., announces a new Leigh roof ventilator that is open on three sides.

Wind blowing across venturi openings creates a siphon effect to help pull air from the attic. The ventilator is screened to keep out insects and birds.

Made of either aluminum or double-protected steel, the ventilator is 4½ inches high. It comes in two sizes—with 60 or 40 square inches of ventilating area.

✔ ✔ ✔

167—New Lock Line

Harris, Inc., 200 East Long Street, Columbus 15, Ohio, announces a new line of tubular latch and locksets for residential use. Included in the line are front-door handle sets, inside sets, and screen-door sets.

All inner steel working parts are zinc-chromated to prevent corrosion. The polished brass finish of exterior parts have a baked-on plastic coating.

168—Versatile Pre-Fab

The Lennox Furnace Company, Marshalltown, Iowa, announces the Holiday House, a prefabricated unit to be used as a garage, camp lodge, boathouse, play house, or workshop.

The aluminum house comes in three sizes—12-by-14, 12-by-20, and 12-by-26 feet—but panels can be added to make it larger. The panels are easily assembled by tension cleats which lock them together. It is said that the owner can assemble the unit in a couple of week-ends.

The unit is furnished with aluminum shade screens for windows and door. Glass can be added. No floor is provided; but concrete, stone, or treated wood is suggested. The units retail from about $615 to $980.

✔ ✔ ✔

169—Paint Tint System

The Rahr Color Clinic, 9 East 56th Street, New York 22, N. Y., has developed the Tint-A-Matic system of coloring paints. This system is said to provide almost unlimited shades through intermixing of the 24 color cubes.

An outstanding feature is that the color cubes are usable in eight different types of interior and exterior paints. Other advantages are that a dealer can offer a wide variety of colors without a large inventory, and that the dealer is not required to mix the paint since it is colored by merely dropping in the cubes.

The tints are said to be fast to light and are not affected by agents that do not adversely affect high-grade paints.

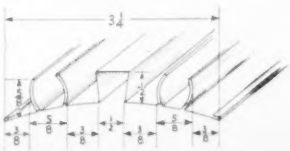
✔ ✔ ✔

170—One-Piece Jamb

Zegers, Inc., 8090 Chicago Avenue, Chicago 17, Ill., now makes Duraseal combination metal weatherstrip and sash balance with two sash runway members and a parting stop combined in a one-piece jamb.

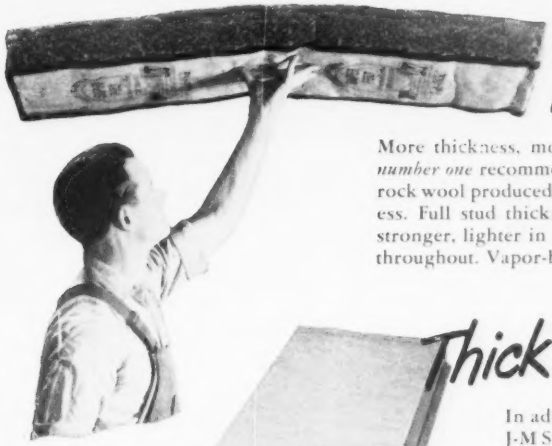
The back surface of the one-piece strip is concave, providing necessary flexibility in the metal to assure easy operation—and removal—of sash at all times. The metal is fastened to the jamb by four drive-screws, staples, or nails.

According to the manufacturer,



NOW! . . . Johns-Manville Super-Felt Insulations come in 3 types

—all made of the famous, firmly felted Johns-Manville Rock Wool

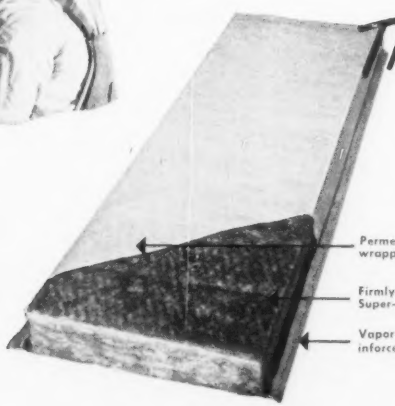


Ful-Thik Batts

More thickness, more rock wool for the money! Here is our *number one* recommendation. Made of the firmly felted *Longfibre* rock wool produced by Johns-Manville's revolutionary new process. Full stud thickness. (Also available Semi-Thik.) Batts are stronger, lighter in weight, have greater uniformity and rigidity throughout. Vapor-barrier with reinforced tacking flanges.

Thick Batt Blankets

In addition to the Johns-Manville Ful-Thik Batt, J-M Super-Felt now comes in Thick Batt Blankets. The firmly felted rock wool is fully enclosed for convenience in handling.



Medium Roll Blankets

For economy jobs, here's the new Medium Roll-Blanket. With this *third* type you now have a complete line of Johns-Manville Rock Wool Insulations to meet every sales need.

• • •

For further information, write Johns-Manville, Box 290, New York 16, N. Y.

J-M Rock Wool Blankets are not available on the Pacific Coast.

And remember, J-M Home Insulation is easier to sell because

People think of Johns-Manville FIRST*

JOHNS MANVILLE JM PRODUCTS

*For home insulation, the public preference for Johns-Manville is 40 to 1, according to nationwide public opinion surveys

this new Dura-seal unit can be installed in six minutes a window. It is used with stock plant frames and sash.

171—Versatile Tool

The Consolidated Machinery and Supply Co., Los Angeles, Calif., has introduced the Comet Cub, described as a complete home workshop in itself.

It will crosscut, rip, bevel-rip, miter, compound miter, tenon, bore, carve, rout, plane, shape, dado, plough, buff, sand, turn, and perform other woodworking jobs, with only minor resetting.

The Comet Cub has an overhead retractable radial saw arm, mounted on lifetime lubricated ball bearings, that moves with the saw. It has a 110-volt, ¾ horsepower duplex drive motor. One shaft turns at 12,500 RPM, while the other turns at 7,200 RPM.

172—Portable Shower

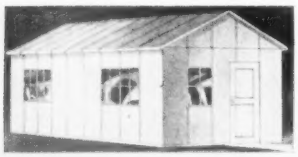
The Standard Steel Cabinet Company, 3701 Milwaukee Ave., Chicago 41, Ill., now makes a compact, portable shower unit. Called the Enoco shower, the unit can be set up in a garage, basement, or other utility space for maid or gardener's use or after-swimming showers.

Weighing only 20 pounds, the unit consists of a white enameled control panel which is attached to the wall by screws, a five-foot shower curtain, and a black enameled curtain rod that extends 30 inches from the wall. It can be attached quickly to any water outlet, even the garden hose.

173—Packaged Building

An extensive line of packaged buildings, which the buyer can erect himself without special tools or skill, includes laying houses, storage warehouses, garages, machine sheds, and portable corn and grain bins.

Made of steel or aluminum, the



units are galvanized or painted with a heavy base gray. They are made in any desired length, and in widths up to 24 feet. They feature paneled gables, die-formed eaves, U-channel draw-type connectors, and complete insulation. Side walls are eight feet wide and six or eight feet high. Any type shingle can be used.

They are made by the H. D. Campbell Company, Rochelle, Ill.

174—Bath Accessories

The Philip Carey Manufacturing Company, Cincinnati 15, Ohio, announces a new line of low-cost bathroom accessories, called the Miami-Carey Thrifty line.

The new accessories are triple-coated, corrosion-resistant, and are said to have exceptional strength. Chromium covers the coatings of pure copper and nickel.

An attractive display board is offered dealers to introduce the line.

175—Mortar Gun

Vita Labor Saving Tools, Inc., Station Plaza, Smithtown Branch, N. Y., announces the Vita mortar gun, said

to greatly simplify the laying of cement blocks, cinder blocks, and hollow tile. According to the manufacturer, three times as many blocks can be laid as with the hand-trowel method.

The gun is filled with mortar and a button pressed to lay even lines of mortar on each side of the course of blocks. Blocks are then merely set in place. Mortar waste is eliminated.

The gun also fills in vertical joints while blocks are in place. Operating on 110 volts AC or DC current, the tool can be used by inexperienced workmen.

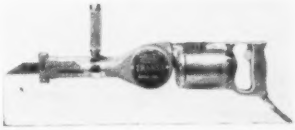
176—Water Sterilizer

The Sepco Corporation, Pottstown, Pa., now makes an automatic, electrically-operated ultra-violet water sterilizer. Meeting public health standards for pure drinking water, the Sepco Sterilizer is ideal for farms, motor courts, rural homes and businesses.

Purification is accomplished by ultra-violet ray alone so that taste is not affected. This unit will purify 400 gallons an hour.

Installation consists of connecting the sterilizer to the incoming water-line and plugging it into any standard electrical outlet.

177—Versatile Saw



The Transa reciprocal gun-type saw is said to cut through any material from rubber to stainless steel. With a stroke adjustable up to two inches, it has special guides for blade widths from ½ to one inch. These guides are also used to follow a line in cutting.

The saw will swivel 360 degrees and lock in any cutting tangent. It can be driven by an electric or air drill or a flexible shaft.

Complete details are obtainable from the National Machine Tool and Supply Company, 13 North First Street, Minneapolis, Minn.

178—Tile Installation

The Nelson Stud Welding division of the Morton Gregory Corporation, Lorain, Ohio, has introduced a simple, low-cost, one-man system of installing acoustical tile and duct insulation through the use of Quick-Clips.

One style formed-wire Quick Clip is used to apply Fiberglas or kerfed tile. One angle of the clip fits over the furring strip or ¾-inch plaster's channel. The other end of the clip, an oval loop, is pressed into the edge of the tile.

Another style clip permits erection of 2-by-4-foot sheets of board.

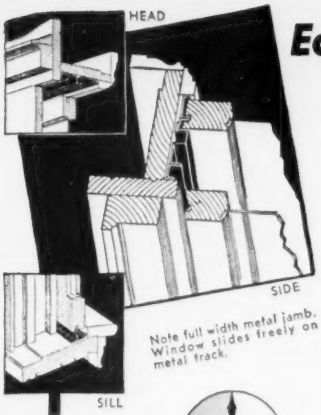
A third type is used to install insulation material around duct work, thereby eliminating adhesives, the sticking of clips to the duct, and use of sheet-metal screws and caps. Such installation eliminates metal-to-metal contact, preventing heat transfer and resultant condensation.

179—Bathroom Cabinets

Bath Maid, Inc., Andrews, Ind., announces a new line of eight bathroom cabinets with permanent plastic tops. They are made in blue, green, peach, gray, and white.

The side cabinets are for towels and other linens. The large linen-storage unit provides a safe place for medicines. The kneehole vanity makes a bathroom dressing table. The hamper part of the laundry unit is easily removed. End shelves provide attractive space for perfumes and other toilet articles. The vanity seat contains storage space for shoe polish and the like, and can be used as a step for children to reach the lavatory.

One unit is used for table top alignment.



Note full width metal jamb. Window slides freely on metal track.

NO PLANING or SAWING THEY FIT!

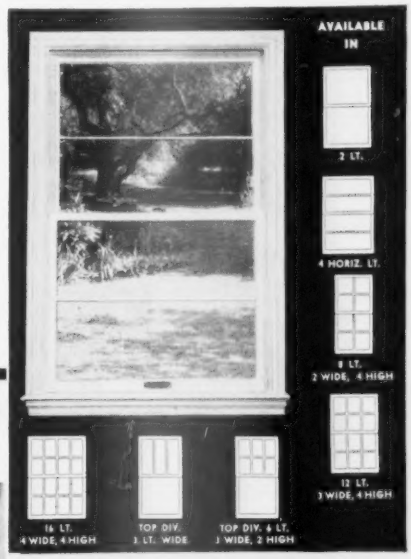
Install in Twelve Minutes

Easiest to Operate of ALL Windows

WEATHER STRIPPED **Thrif-T** WINDOW UNITS

The freest, most effortless window action you can imagine is due to the Thrif-T full width metal jamb. Thrif-T sash slide on metal — with NO DRAGGING OVER PAINTED SURFACES. The positively maintained proper clearance between sash and jamb means 100% efficient operation in ALL KINDS OF WEATHER — NO STICKING at ANY TIME.

- Factory Fitted
- Easily and Quickly Installed
- Completely Weatherstripped
- Quiet Operation — Never Stick
- Lasting Spring Balances
- Fit Frame, Brick Veneer, Masonry Walls
- Treated for Long Service Life
- Attractively Priced



THE MT. VERNON MANTEL

Here is an example of Early American woodwork design which will bring welcome charm into any home, large or small — and at a surprisingly attractive price.

SPECIFICATIONS

Mt. Vernon Mantels are made of Ponderosa Pine and in two patterns — Face and Return — in the following dimensions: Shelf Width (Face) 6½", (Return) 11"; Shelf Length 6'5"; Width of Body 5'7¾"; Height 4'5", Wood Opening 4'2" x 3'1". On Return Pattern the Return from Face of Mantel is 5½". Furnished in the white, set up as far as practicable. Carton Packed.

No. 960-R CORNER CHINA CASE

This delightful Corner China Case will contribute much to any dining room — new or existent. It combines fine craftsmanship with master designing for utility, beauty and distinction. Attractively priced. Overall size 2'11" wide by 7'4½" high. Furnished in Ponderosa Pine, semi-assembled; doors fitted but not hinged; upper door glazed. All hardware furnished. Carton Packed.

OTHER Thrif-T WOODWORK for the HOME

CARRIED IN STOCK

- Thrif-T PICTURE WINDOW UNITS
- Thrif-T BAY WINDOW UNIT
- Thrif-T DE LUXE PICTURE WINDOW UNITS
- Thrif-T BASEMENT UNIT
- Thrif-T TWIN CASEMENT UNITS
- Thrif-T TWIN KITCHEN CASEMENT UNITS
- "4 in 1" ENTRANCE FRAME
- "10 in 1" ENTRANCE FRAME
- No. 1332 ATTIC LOUVRE
- Thrif-T WARDROBE
- Thrif-T WINDOW & DOOR TRIM
- E-Z-UP OVERHEAD GARAGE DOOR UNIT
- Thrif-T DISAPPEARING STAIRS
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DEALERS in the NEWS

MISSOURI

MARCELINE: New president of the local Rotary Club is Adolph W. Royar, manager of the Marceline Lumber Company.

MILAN: N. D. Arnold, for the past three years manager of the Sullivan County Cooperative Lumber Company, resigned September 1.

PORTAGEVILLE: The Woods Lumber Company was opened here recently by Lester J. and Hugh L. Woods, and their father, Otto Woods. Lester was manager of the Huffman Brothers Lumber Company until its sale recently.

MT. VERNON: The Mt. Vernon Lumber Company celebrated its twentieth anniversary recently. Free prizes were awarded to customers visiting the store that day.

MOBERLY: John A. T. Kingsbury has joined his father, Robert Kingsbury, in operating the J. T. Cross Lumber Company. He formerly was a social studies instructor at North Carolina State College.

LIBERTY: Bert Wilcox reports that a new building is being built to house the Banks-Wilcox Lumber Company. The old structure was destroyed by fire last November.

MISSISSIPPI

JACKSON: The Acme Lumber and Supply Company, Inc., held a formal opening recently. Harry F. Enos is president and general manager of the new company, and B. F. McMath is secretary and treasurer. . . . Wilson G. Derise is now managing the Jackson branch of Hogue's Lumber Company. He has managed Hogue yards in several other towns.

GREENWOOD: Manager of Wallace E. Johnson Lumber Stores, Inc., is W. B. (Billy) Buxbaum, who formerly served with lumber yards in Greenville and Memphis, Tenn.

SOUTH CAROLINA

GREER: A charter has been granted the Dobson-McClimon Building Supply Company to deal in general construction materials.

OKLAHOMA

PONCA CITY: Alva U. Carr, who has been in the retail lumber business for the past 11 years, recently opened his own yard at 200 West Central Avenue. Foreman of the new yard is Fred Bruner.

STILLWATER: The offices and yard of the Donaldson-Manning Lumber Company have been moved to 800 North Main.

ALEX: The Stephenson-Browne Lumber Company, which burned last spring, recently held an "open house" in its new building.

LOCUST GROVE: The Covey Lumber Company yard was set afire recently by an explosion of undetermined origin. Ignited paint, chemicals, and roofing materials made a blaze that ultimately destroyed most of the yard, including the office and cement storage house.

DUNCAN: Don Scott has announced plans to open a lumber yard on Highway No. 81 within two or three months. It will have a 500-foot front. The 144-foot long warehouse is already completed.

LEEDEY: George Vickers has succeeded Roy Kappel as manager of the Leedey Lumber Company. Kappel is now with the company's wholesale division in Elk City.

EL RENO: Verne Roberts, manager of the Long-Bell yard here, says that his firm is being remodeled and enlarged.

VICI: A new building is being built for the Watts Lumber yard here. The firm has planned to move into its own building since it opened over two years ago.

TEXAS

KATY: Jim Watson, who was recently made chairman of the Board of Stewards of his Methodist Church, filled the pulpit four Sundays while the preacher was vacationing. Watson runs the Ray Woods Lumber Company.

DALLAS: Samson Wiener of the Wiener Lumber Company has been honored with the presidency of the Park Cities Rotary Club of Dallas.

GALVESTON: Charlie Moore's 14-year-old son plays on the baseball team that recently won the city championship. The team is sponsored by his dad's Moore Lumber Company. Moore's 10-year-old son is also a baseball enthusiast—and manages the runner-up team in the city competition.

GARWOOD: Charley Wood, of the Garwood Builders Supply Company, was elected to the state legislature in the July 22 primary.

CORPUS CHRISTI A large modern showroom is being added to the Rowe and Fitzpatrick Builders Supply Company. The air-conditioned room will be 30 by 26 feet. . . . The McCord Lumber and Hardware Company has moved to a new site on Ayres to make way for new retail construction.

DEPORT: Another yard to move into a new building at a new site is the Deport Lumber and Hardware Company. A formal opening was held last month.

SNYDER: The Williford Lumber Company has been granted a domestic charter.

RULE: The William Cameron Company plans to open a lumber yard here on the Santa Fe, and a Cisco man also has announced intentions of starting a yard here, because of a possible oil-field development close by.

BALLINGER: The Higginbotham Brothers and Company recently bought the Hiway Lumber Company here. Manager R. T. Williams says the firm soon will remodel its building to make room for more stock.

FREDERICKSBURG: The Mutual Lumber Company and the Negley Paint Company entertained local carpenters here with a barbecue recently. Elgin Heimann, Mutual manager, welcomed the carpenters and other guests. . . . Employees of the Stein Lumber Company were recently feted at an appreciation banquet at Sunnyside Tavern. Service pins were awarded.

HEARNE: More storage space will soon be available at the Hearne Lumber Company, following completion of new buildings.

FORT WORTH: The Sabine Valley Lumber Company has opened a new appliance and television center. A two-day "open house" introduced the 2,000-square-foot center to Fort Worth customers.

HOUSTON: The 13-year-old partnership of the Buie-Lunsford Company has been dissolved and replaced by the Buie Building Material Company. Forrest P. Buie bought the interest of James A. Lunsford in the firm, and has taken his two sons, F. P. and John Milton, in with him.

WEST: After 39 years of business here, William Cameron and Company has sold its yard to Clement Kolacek and W. D. Coleman. The firm is now known as the Kolacek and Coleman Lumber Company.

CUERO: A new firm, the R. L. Wagner Lumber Company, has been opened here. According to Wagner, the firm also does general contracting.

NORTH CAROLINA

GASTONIA: S. Elmer Spencer, founder of the Spencer Lumber Company, and his wife celebrated their fiftieth wedding anniversary with an informal reception August 14.

BISCOE: The Biscoe Lumber Com-

the Best of the big sticks

The rich, rain forests of Oregon yield the large and sound Douglas fir that comes to APMI mills for plywood manufacture. From the woods, "peelers" are transported to the mills by rail or truck. Only selected logs are chosen for plywood production. Only skilled craftsmen operate the specialized machinery that creates APMI's exterior and interior type panels. And only when these panels pass dual inspection (that of the company and of the Douglas Fir Plywood Association) does APMI plywood go to market. There is a type, size and grade of APMI plywood for every building need. Each panel is identified by a grademark and by the company trademark—your double guarantee of quality.

APMI

ASSOCIATED PLYWOOD MILLS, INC.

General Offices: Eugene, Oregon

...become

Associated Plywood

APMI MILLS: Eugene and Willamina, Oregon.

APMI SALES WAREHOUSES: Eugene and Willamina, Oregon; San Francisco; Dallas; St. Louis.

APMI SALES OFFICES: 519 Johnston Building, Charlotte, North Carolina; 31 State Street, Boston, Massachusetts.

pany, Inc., has been organized here. Capital stock is listed at $100,000.

CHARLOTTE: Robert E. Yarbrough has been made general manager of the Wearn Lumber Company. His new assistant is Ralph H. Husband.

WASHINGTON: The Mason Lumber Company has been granted a charter of incorporation.

WINSTON-SALEM: A charter was recently granted to the Ann-Lynn Lumber and Supply Company.

COATS: A new timber and lumber firm has been organized here, the Benner Lumber Company.

DRAPER: A charter has been granted to the Home Lumber Company.

KENTUCKY

DANVILLE: The Farmers Supply Company has added lumber and other building materials to the lines it carries.

MARYLAND

ROCKVILLE: Leland L. Fisher is moving his lumber yard to a new location on the highway to Washington. Part of his old site was taken for a by-pass by the State Road Department.

GEORGIA

AUSTELL: The W. P. Stephens Lumber Company will soon have a modern new building. The combination store and warehouse will have about 4,000 square feet of floor space.

KANSAS

ASHLAND: After 41 years with the Home Lumber and Supply Company, T. R. Cauthers has retired from active management. He remains president of the company, however. Cauthers started with the firm as auditor and rose to general manager. He is a past-president and director of the Southwestern Lumbermen's Association.

LINCOLN: The Burgner-Bowman-Matthews Lumber Company opened a new lumber yard and office here July 15. C. E. Streeter is manager of the Lincoln yard.

BELOIT: Leonard Jones has been made manager of the Hardman Lumber Company, following the resignation of Keith Terrell.

HOWARD: Will O. Gibson, owner of the Gibson Lumber Company, is the new governor of district 180 of Rotary International. He will supervise activities of 31 Rotary Clubs in Kansas.

ELLIS: Part of the Nicholson Brothers lumber yard has been bought for a farm addition. The Nicholson building is being remodeled and will soon have a new brick front.

PLEASANTON: George L. Weatherbie has joined the Blaker Lumber Company as manager. He has been with the R. L. Sweet Lumber Company at Kansas City, Mo., for the past five years.

KANSAS CITY: A new warehouse for miscellaneous lumber and plywood is being built for the Frank Paxton Lumber Company.

SYLVIA: The D. J. Fair Lumber Company is adding a storehouse behind the main building.

TAMPA: Miss Deloris Bartel was recently married to Don Kerbs, manager of the Murphy Lumber Company.

HOXIE: The new office and warehouse of the Farmers Lumber Company were formally displayed to the public recently.

CALDWELL: C. G. Harris, manager of the Rounds and Porter Lumber Company, reports a successful "open house" held recently to show off the newly-decorated offices.

GORHAM: Sheet iron and asbestos shingles are being used to modernize the outside of the Russell Lumber yard here.

ARKANSAS CITY: Steve Welter, former assistant manager of the Benson Lumber Company here, has moved to Sapulpa, Okla., where he heads the company's branch yard.

HIAWATHA: Leroy Neff has sold his one-third interest in the Harpster Lumber Company to Harold Harpster and Clair Harpster, Jr. The company includes yards here and in Fairview, Morrill, and Reserve.

ARKANSAS

HOXIE: Ursel Foley has joined the Hoxie Lumber Company.

HEBER SPRINGS: Stanley Stair has bought the interest of his partner, M. F. Bales, in the Stair-Bales Lumber Company. The firm name has been changed to the Stanley Stair Lumber Company. Personnel and policies remain the same.

RUSSELLVILLE: The Ray Lee Lumber Company has been granted a charter of incorporation.

FLORIDA

JACKSONVILLE: A $25,000 display room is being constructed for the Crabtree Lumber Company.

There—now you satisfied your roof won't leak?

Obituaries

W. BRUCE ANDERSON, 69, died in Abilene, Kan., July 13. He had been manager of the Central Lumber Company from 1917 until his recent illness. An active Mason, Anderson leaves his widow, daughter, two grandchildren, and two sisters.

HARLEY S. LUNDY, 62, pioneer Tulsa, Okla., lumberman, died July 24. He was manager of the Roy Lundy Lumber Company for 12 years and managed the W. R. Pickering Lumber Company prior to that. Active in local civic affairs, Lundy is survived by his widow, two sons, two brothers, and a sister.

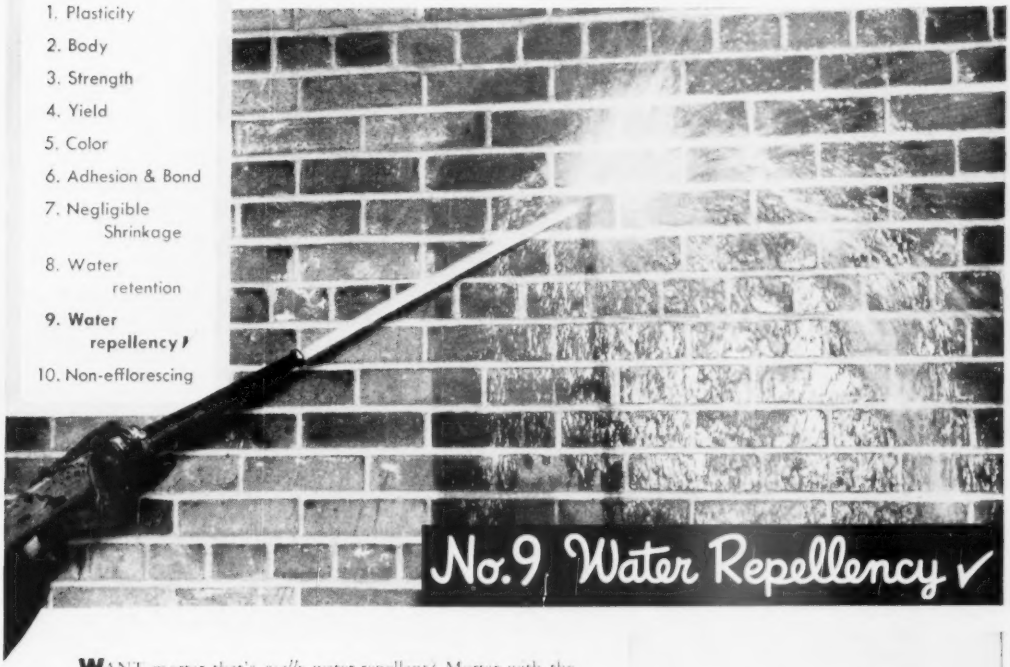
MARCUS H. HOWELL, 66, retired lumberman, died August 3 in Corinth, Miss., where he had operated a wholesale and retail lumber business. Surviving are his widow, three sons, daughter, brother, three sisters, nine grandchildren, and a great grandchild.

CHARLES EDWARD CLEM, 84, Baptist minister and partner in a large Texas chain of lumber yards, died in Dallas August 25. Clem entered the lumber business in 1894 as manager of the Carson Lumber Company in Pecan Gap. This yard started a chain of operations that at one time included 50 yards in Texas and Oklahoma. He moved to Dallas in 1909 to start a firm with his three brothers. In the 1930's Clem developed a formula for a plastic wall finish, which

The 10 basic requirements of high quality masonry cement

1. Plasticity
2. Body
3. Strength
4. Yield
5. Color
6. Adhesion & Bond
7. Negligible Shrinkage
8. Water retention
9. **Water repellency!**
10. Non-efflorescing

Cumberland gives you ALL 10!



WANT mortar that's *really* water-repellant? Mortar with the absolute *minimum* of leakage in the joints? Then you want Cumberland Masonry Cement. These important protective qualities are built right into the cement itself, giving you strong, tight joints as nearly waterproof as it is possible to make them . . . preventing unsightly staining of masonry surfaces through water leakage.

Every point, every *job*, shows that Cumberland Masonry Cement with its pleasing light color is *better cement*. That's why every year more and more architects, engineers and masons throughout the South are turning to Cumberland for *better work*.

Cumberland Masonry and Cumberland Portland Cements were used exclusively in construction of this attractive home in Pulaski, Tennessee. Architect, A. F. Scovel, Lynnville, Tenn.; contractor, Pulaski Lumber Co.

Cumberland

PORTLAND CEMENT COMPANY

Chattanooga Bank Building • • Chattanooga 2, Tennessee

Portland — High Early Strength — Air Entraining — Masonry

Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement.

has been made in Texas ever since. Ordained a minister in 1900, he was once pastor of the Kemp Baptist Church and is widely known for his religious writings. He is survived by his widow, daughter, son, granddaughter, and two great-granddaughters.

HARRY A. ORTMEYER, 62, Wichita, Kan., lumber yard owner, died August 19. He started his career with the Lutcher-Moore Lumber Company in Orange, Tex., and was later transferred to Wichita, where he acquired his own yard.

JOHN W. ROSENBERGER, 86, died July 21 in Winchester, Va. He organized the John W. Rosenberger Lumber and Building Supply Company in 1907 and was its president until his death. He was a trustee of the Methodist Church. He is survived by his widow, six children, three brothers, and three sisters.

GEORGE C. EHEMANN, 77, died August 8. He had operated a lumber company bearing his name for 35 years in Memphis, Tenn., where he was president of the Lumbermen's Club of Memphis in 1907. He moved to Chicago, Ill., 17 years ago to become assistant secretary of the National Hardwood Lumber Association until his death. He is survived by his widow, two sons, two daughters, and seven grandchildren.

FORREST K. GIBSON, 46, who founded the Forrest K. Gibson Lumber Company in Houston, Tex., 13 years ago, died July 30. He was a native of Memphis, Tenn. His widow, two daughters, and his parents survive him.

J. M. HIGGINBOTHAM, 89, died in Dallas, Tex., July 19. He and his brother opened their first store in De Leon in 1883, the first of a line of stores dealing in lumber and other merchandise. Among his various business interests was the Higginbotham-Bartlett Lumber Company in Dallas. He leaves his widow, four sons, daughter, 15 grandchildren, and 16 great grandchildren.

DAVE W. THOMPSON, 59, secretary-treasurer of the Angelina County Lumber Company, Keltys, Tex., died August 16 after an illness of several months. Widely known in Southern pine lumber circles, Thompson was active in association work. He was a Mason, Shriner, and active Methodist. He is survived by his widow, mother, and three daughters.

P. A. BLOOMER, 74, former president of the Southern Pine Association, died August 21 at his mill in Fisher, La. He joined the Louisiana Long Leaf Lumber Company and was its vice-president and general manager at the time of his death. He also was a vice-president of the Louisiana Sawmill Company, Glenmora; president, Louisiana Forestry Association; past-president Louisiana Manufacturers Association; director, Louisiana Central Lumber Company, Clarks;; director, Southern States Industrial Council, and an SPA director. Surviving him are his widow, son, and daughter.

HENRY BARGE, 54, wholesale lumberman of Durham, N. C., for the last 20 years, died August 17. He was a director of the Southern Wholesale Lumber Association and the Southern Research Institute.

LONNIE L. PETERSON, 58, head of the Peterson Lumber Company in Jacksboro, Tex., died August 13. Active in civic affairs, Peterson was president of the Lions Club, receiver of the first Lions achievement award, former school board member, and active in the Church of Christ. He leaves his widow, son, two daughters, two brothers, three sisters, and four grandchildren.

Southern Pine Directors Listed

The following lumber manufacturers this year are serving as members of the board of directors of the Southern Pine Association from the 13 Southern states it covers:

DIRECTORS AT LARGE: W. T. Murray, Alexandria, La.; S. E. Moreton, Sr., Central Lumber Co., Brookhaven, Miss., and Eli Wiener, Angelina County Lumber Co., Dallas, Tex.

ALABAMA: W. A. Belcher, W. A. Belcher Lumber Co., Birmingham; A. B. Carroll, A. B. Carroll Lumber Co., Grayson; N. F. McGowin, W. T. Smith Lumber Co., Chapman; Ray E. Loper, Ray E. Loper Lumber Co., Fayette; L. W. Morgan, Morgan Lumber & Manufacturing Co., Selma, and M. P. Tinsley, Smith Lumber Co., Red Bay.

ARKANSAS: Bruce Anthony, Urbana Lumber Co., Urbana; J. R. Bemis, Ozan Lumber Co., Prescott; H. C. Cabe, Gurdon Lumber Co., Gurdon; F. W. Girdner, Bradley Lumber Co., Warren; B. A. Mayhew, Fordyce Lumber Co., Fordyce; A. T. McDonough, Crossett Lumber Co., Crossett, and W. R. Warner, Southern Lumber Co., Warren.

FLORIDA: M. L. Fleishel, St. Joe Lumber & Export Co., Port St. Joe; O. J. McDonnell, Brooks-Scanlon, Inc., Foley; E. A. Hauss, Alger-Sullivan Lumber Co., Century, and C. W. Thomas, Jr., Thomas Lbr. & Mfg. Co., Quincy.

GEORGIA: H. R. Garrett, Hancock Lumber Co., Quitman; S. F. Gutherie, Greensboro Lumber Co., Inc., Greensboro; J. M. McElrath, Jeffreys-McElrath Mfg. Co., Macon, and W. H. Turner, Jr., Chattahoochee Valley Lumber Co., LaGrange.

LOUISIANA: R. D. Crowell, Jr., Crowell Long Leaf Lumber Co., Long Leaf; Q. T. Hardtner, Urania Lumber Co., Ltd., Urania; E. C. Johnson, J. A. Bentley Lumber Co., Zimmerman; Brown McCullough, Mansfield Hardwood Lbr. Co. of La., Inc., Shreveport, and C. O. Walker, Woodard-Walker Lumber Co., Taylor.

MISSISSIPPI: Paul P. Bellenger, Trenton Lumber Co., Jackson; L. O. Crosby, Jr., Crosby Forest Products Co., Picayune; Tom DeWeese, A. DeWeese Lumber Co., Inc., Philadelphia; Davis L. Fair, Jr., D. L. Fair Lumber Co., Louisville; A. B. Farris, Farris Lumber Co., Morton, and S. E. Moreton, Jr., Central Lumber Co., Quentin.

MISSOURI: John L. Avery, Frost Lumber Industries, Inc., Shreveport, La.; M. M. Iles and R. B. White, Louisiana Central Lumber Co., Clarks, La.

NORTH CAROLINA: J. Herbert Bate, J. Herbert Bate Co., Inc., New York City, and J. T. Fleishel, Lumber Co., St. Louis, Mo.

OKLAHOMA: D. V. Dierks, Dierks Lumber & Coal Co., Kansas City, Mo.

SOUTH CAROLINA: E. E. Dargan, Dargan Lumber Manufacturing Co., Conway; E. Oswald Lightsey, Lightsey Brothers, Miley, and W. B. McNeal, Argent Lumber Co., Hardeeville.

TENNESSEE: J. P. Vestal, Vestal Lumber & Manufacturing Co., Knoxville.

TEXAS: A. L. Carter, W. T. Carter & Brother, Houston; R. M. Eagle, Saner-Ragley Lumber Co., Carmona; J. B. Edens, Edens-Birch Lumber Co., Corrigan; H. N. Grogan, Grogan-Cochran Lumber Co., Magnolia; Lacy H. Hunt, J. S. Hunt Lumber Co., Nacogdoches; E. L. Kurth, Sr., Angelina County Lumber Co., Keltys; I. R. Palmer, Foster Lumber Co., Houston; J. W. Richards, Texas Long Leaf Lumber Co., Trinity; H. M. Seaman, Kirby Lumber Corp., Houston; Arthur Temple, Sr., Southern Pine Lumber Co., Texarkana, and C. S. Williams, Frost Lumber Industries, Inc., Nacogdoches.

VIRGINIA: C. W. Bain, American Hardware Co., Inc., Petersburg; W. M. Camp, Camp Manufacturing Co., Inc., Franklin, and W. B. Harris, Williams & McKeithan Lumber Co., Lynchburg.

Study U. S. Lumber Yards

Under provision of the Marshall Plan, 15 European nations are conducting a large-scale, first-hand study of the lumber industry in the United States.

The ultimate purpose of the study is to increase the output of lumber in Europe. Under the supervision of the ECA and the United States Forestry Service, 51 representatives from these countries are now visiting plants.

Last month 10 representatives visited the W. T. Smith Lumber Company in Chapman, Ala., for four days. The T. R. Miller lumber plants in Brewton, Ala., were visited also.

64 solid pages of advertising and publicity in these Cleveland newspapers gave an opening day send-off to the "Good American Homes" Program in Cleveland, on July 9th.

"GOOD AMERICAN HOMES"
promotion big boost for Ruberoid dealers

The "Good American Homes" Program, sponsored by the NRLDA and USLL, has passed the theory stage . . . it is a proved success . . . and a *big* success!

In the Cleveland Program, 15 demonstration homes, priced from $8,100 to $12,000, attracted 65,000 prospective home-buyers *on opening day*. On that day one builder alone sold 14 houses at $12,000 each. And that was only the beginning.

Quality Materials Stressed

This program stresses the use of quality materials in homes priced within the budgets of people making $3,000 to $5,000. An important part of this planned economy is contained in the slogan "More Years For Your Building Dollar With Ruberoid." Ruberoid Asphalt Shingles and Asbestos Siding are featured exclusively in this nationwide building program.

The prominent roof lines of these "Good American Homes" are made more distinctive with Ruberoid roofs in a selection of colors and blends, with a choice of TITE-ON, and THICKBUTT shingle designs . . . the most versatile color styling any builder could look for.

And for sidewalls there are varieties of types and colors available in Ruberoid Asbestos-Cement Sidings to complement the roof selection.

How You Can Benefit

The Cleveland story is only one of a chain of successes for the "Good American Homes" Program. First it was Detroit . . . and now big promotions are taking shape in Boston, Worcester, Mass.; Rhode Island; Northern New Jersey; Long Island; Schenectady; Madison, Wisc. Wherever it's put to work it benefits Ruberoid dealers. If you'd like to know how the program works, write to us for information.

The RUBEROID Co.

BUILDING MATERIALS FOR HOME, FARM AND INDUSTRY

Executive Offices: 500 Fifth Ave., New York 18, N. Y.

Sales Offices: BALTIMORE, MD. • BOUND BROOK, N. J. • CHICAGO, ILL. • DALLAS, TEXAS • ERIE, PENN. • MINNEAPOLIS, MINN. MILLIS, MASS. • MOBILE, ALA.

ASSOCIATION ACTIVITIES

Full Program for NRLDA Convention

Subject to unexpected emergencies, the schedule for the annual meeting of the National Retail Lumber Dealers Association at the Shamrock Hotel in Houston, Tex., October 8-12, is as follows:

Sunday, October 8: Meetings of managing officers of the federated associations and the NRLDA Executive Committee.

Monday, October 9: District meetings of dealers and directors with executive committeemen in the morning; closed session of NRLDA board of directors in afternoon.

Tuesday, October 10: Open session of board of directors all day.

Wednesday, October 11: Closed morning session of board and open afternoon session.

Thursday, October 12: Closed session of board for unfinished business.

The calendar of social events, which is especially planned for the ladies, includes:

Rice-LSU football game on night of Saturday, October 7.

Luncheon for ladies on Monday, October 9. Cocktail party for all that evening.

Buffet supper and dancing party in Emerald Room of Shamrock Hotel Tuesday, October 10.

Sight-seeing trip for ladies and tea on Wednesday, October 11.

The Huntsville Prison Rodeo—exhibition on October 8 and 15.

A sight-seeing trip to San Jacinto battleground, monument, and Battleship Texas, with dinner, will be arranged for those interested.

Post-convention tours of Mexico City and New Orleans also are available.

Details concerning tickets for the special events should be obtained from the dealer's state or regional association office. Registration for the annual NRLDA meeting is free, but pre-registration is urged to assure accommodations for everyone.

Dates for the 1951 meetings of the National Retail Lumber Dealers Association were recently announced.

The spring meeting of the board of directors will be held at the Shoreham Hotel in Washington, as usual, May 20-25.

The 1951 annual NRLDA meeting will be held at the Drake Hotel in Chicago, Ill., October 21-26.

New Orleans Lumbermen Elect New Officers

Members of the Lumbermen's Club of New Orleans (La.), Inc., elected Jesse Stamps president at their annual meeting recently.

Other new officers are Mrs. Nina Meredith, vice-president; John Schermann, secretary, and Sam Cohen, treasurer.

New directors include E. B. Baldinger, Edgar G. Boh, H. J. Bremermann, Ben L. Johnston, Charles R. McKee, W. H. Moynan, Louis G. Riecke, Saul Singer, and Elm D. Wood.

Survey of Dealer Facilities Underway

For the guidance of planning agencies in the federal government, the National Retail Lumber Dealers Association is conducting a survey of the storage and production facilities of its 18,000 members.

H. R. Northup, NRLDA executive vice-president, explained that "the data is requested in view of the fact that the government may find it desirable to store quantities of lumber and other materials for emergency use at some future date, although no such contingency is anticipated at this time."

Sent to building material dealers in all parts of the country, the questionnaire seeks to determine total storage capacity, under roof and open; number of trucks, trailers, fork-lift trucks, straddle trucks, and other material handling equipment; dry-kiln, planing mill, and other production facilities; railroad connections, and the nature of any contracts or subcontracts for production of defense items during the World War II.

"Because of the expanded operation of the retail building material industry in recent years and the growing use of time-saving mechanized equipment, similar data assembled in the past no longer is adequate for the purpose," Northup asserted.

"Up-to-date information of this sort is frequently sought from our industry by various government departments and agencies for various purposes, and it will be helpful to both the industry and the government when accurate data are available."

Legal Guide Booklet Offered Oklahomans

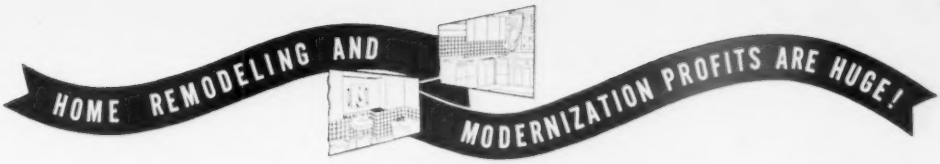
H. L. Douglass, attorney for the Oklahoma Lumbermen's Association, has prepared a reference booklet on some of the legal points arising most frequently in the retail lumber business.

While the book warns that an attorney should be consulted whenever legal action is necessary, it covers general information on mechanics and materialmen's liens, mortgages, and bulk sales. It is available from the association for $15.00.

MFMA Back in Chicago

Headquarters of the Maple Flooring Manufacturers Association will be located in the Pure Oil Building, 35 East Wacker Drive, Chicago, Ill., after October 1.

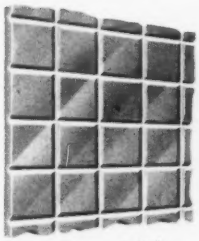
"The group felt that return to Chicago will provide wider scope for association activities," said W. C. Abendroth, association president. Founded in Chicago in 1897, the association moved to Oshkosh, Wis., three years ago.



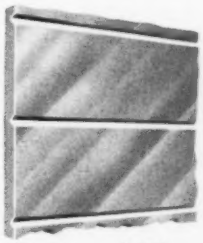
be sure of your share with **MIRATLE**

the Complete Line of Plastic-Finished Interior Panels . . . with the new patented FLARED SCORE LINE . . . a realistic duplicate of true tile spacing and joints.

MIRATILE TILE BOARD

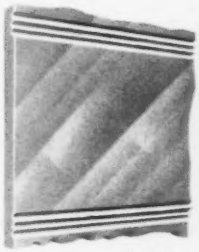


4 Inch Squares



8 Inch Streamline

Plain

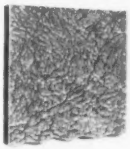


Tri-Line

Four distinctive patterns, featuring the new Miratile FLARED SCORE LINE. Fifteen beautiful pastel colors. They're all a realistic reproduction of true tile in tile spacing and colors. Available in 4' x 4', 4' x 6', and 4' x 8' panels. All panels have the same top-grade Plastic Finish, that is non-fading and unaffected by humidity or even live steam. Miratile will not chip, crack or peel.

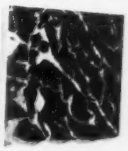
MIRATILE LEATHER PANELS

Striking Miratile Leather Panels are beautifully grained. Available in Light Tan, Forest Green, and Red Leather tones. Panel sizes 4' x 4' and 4' x 8'.



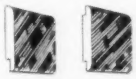
MIRATILE MARBLE PANELS

Two perfect reproductions in Black Gold and Brush Red. Panel size is 4' x 8'. Illustrated is the Black Gold pattern.



MIRATILE PRESDWOOD MOULDING

Tempered Presdwood Moulding in black plastic-finish. Units include 1¾" Cap . . . 1¾" Mullion and 4" Base.



MIRATILE EXTRUDED ALUMINUM MOULDING

Available in a complete range of patterns for wallboard, counter nosings, stair nosings, coves and edgings. Illustrated are the five wallboard moulding patterns.

MIRATILE Panels and Mouldings are the Exclusive Products of The Tile Board Division of

DEALERS:

Get in on MIRATILE profits. Write Dept. S for complete details and literature.

DISTRIBUTORS:

Exclusive territories still available. Write or phone for complete information.

WATCH FOR THE NEW MIRATILE Marbleized Tile Board in beautiful Pastel Color Tones . . . available soon!

MIRATILE MANUFACTURING COMPANY, INC.
600 WEST 81ST STREET • CHICAGO 20, ILLINOIS

NRLDA Publishes Helpful "Public Relations Guide for Retail Lumber Dealers"

A NEW 32-page "Public Relations Guide for Retail Lumber Dealers" has been issued by the National Retail Lumber Dealers Association for distribution to the 18,000 members of its federated 32 state, regional, and local associations. The guide defines good public relations, explains the need, and tells dealers how to achieve them on the local level.

Concurrently with issuance of the PR Guide, C. B. Sweet, president of NRLDA, welcomed nearly 1,000 retail dealers from throughout the nation as members of a new Public Affairs Committee. These dealers are to serve as "Minute Men" in spearheading the public relations program for the building material industry.

Their principal activity at the start is to issue timely press releases on the industry's progress and views to local newspapers. Later, they will handle radio publicity similarly and make public speeches on similar subject matter.

In a foreword to the PR Guide, Sweet declares that "the retail lumber dealer and businessmen in general must undertake—individually and collectively—the task of rebuilding public confidence in their own businesses and in their industries. In doing so, private business must see to it that the public has a full appreciation of the reasons why private enterprise and the retail distribution must be preserved and the reasons why governmental strangulation of business will mean the end of the American way of life."

"Public relations" is defined in the new guide for dealers in these words:

"Good Public Relations is more than just being well-known and personally popular. It means being well regarded, respected, and trusted. In short, it means deserving and winning the good will and esteem of the public.

"Establishing good Public Relations is a matter of so conducting ourselves and our businesses that the public will come to have confidence in us and in our methods."

The PR Guide enumerates these benefits to a dealer for good public relations:

"1. Gain greater public support.

"2. Protect your business and industry from excessive taxes, governmental regulations, and unfair competition.

"3. Attract new customers and get more business.

"4. Increase the demand for materials."

The guide explains the use of the five tools or techniques of public relations: (1) advertising of all kinds; (2) publicity—newspapers, radio, television; (3) arranging speeches before community groups; (4) conducting special events, and (5) participating constructively in public affairs.

Concerning participation in public affairs by dealers and their employees, the booklet points out that "it isn't enough to believe in good government, better schools, more playgrounds, or highway safety. Improved Public Relations comes from actively supporting and endorsing and becoming personally associated with those good things in the public mind."

New NACLS Year Book

Timely, profitable messages from 10 retail, wholesale, and manufacturing leaders of the lumber industry are contained in the 1950 Roster of the National Association of Commission Lumber Salesmen, Inc., 3903 Olive Street, St. Louis 8, Mo.

This 80-page book contains a list of association members, list of products handled by members, names of executive committeemen and directors, and the association's code of ethics.

Tree Planting in Dixie at New High

Reforestation reached an all-time record peak in the South during the past winter and spring tree planting season, it was revealed by a Southern Pine Association survey of forest nurseries operated by 12 states.

Total seedling distribution amounted to 212,749,317, an increase of more than 50 million over the previous season. Future plans, reported in the poll, call for even greater reforestation activities during the forthcoming planting season.

Private industry sparked the tree-planting boom by purchasing 55 per cent of the total nursery output. State foresters, cooperating in the survey, reported the pulp and paper industry accounted for 24 per cent of the seedling purchases, the lumber industry 20 per cent, and other industries 11 per cent.

"The continued upward trend in forest nursery operations is significant because the vast acreage of new forests will make a tremendous contribution to the nation's need for wood in the future," commented H. C. Berckes, secretary-manager of the Southern Pine Association. "It also is encouraging to note farmers and other woodland owners, as well as the forest industries, are alert to the importance of providing for tomorrow's timber requirements."

States covered by the survey, and the 1949-50 seedling production, include:

Alabama—13,474,420.
Georgia—44,487,075.
North Carolina—9,234,000.
Tennessee—942,743.
Arkansas—13,815,600.
Louisiana—32,197,835.
Oklahoma—2,600,000.
Texas—15,700,943.
Florida—28,975,346.
Mississippi—12,631,000.
South Carolina—34,460,355.
Virginia—4,230,000.

Silver-Dollar Pay Day

The quitting-time whistle sounded half an hour early one pay day last month at the E. A. Stewart Lumber Company in Texarkana, Tex., in order to pay employees off in silver dollars.

According to General Manager George Rozzell, the idea behind the silver-dollar pay was to show how much company money is passed around in the town. "We believe we have a bargain in locating in Texarkana," he said "and in turn that Texarkana has a bargain in our being located here."

IMPORTANT NEW PRODUCT NEWS

New Pre-Finished Weldwood Plywood Available in Low-Cost Narrow Panels

Easily Installed "PLANKWELD" Panels, ¼x16¼x8' Offer Tremendous Sales Opportunities With Homeowners and Contractors

Here is beautiful ¼-inch hardwood paneling that needs no finishing after installation. It is factory-finished and just what hundreds of your homeowner and building contractor customers have been looking for.

Available in birch, oak and other hardwoods, Plankweld is furnished 16¼" wide, 8 feet long, and packaged 10 panels in a carton.

Special metal clips, packed in every carton, secure Plankweld to the wall, eliminate face-nailing and can be fastened directly into old plaster.

Plankweld is easy to install and needs no finishing

Sell it to Contractors

Large operative builders have been quick to appreciate Plankweld's low cost and ease of installation for new construction. Small jobbing contractors find it perfect for remodeling.

Sell to Homeowners, too

You can truthfully tell any homeowner, "If you can use a hammer and saw you can install Plankweld yourself." And after it's up it needs no finishing. Just wipe with a damp cloth and the job is done.

Send for Dealer Plan

Use coupon for details about the special Plankweld dealer plan. A well-developed program of sales helps is available to help you sell it fast at a profit . . . direct mail, counter cards, displays, newspaper mats, etc. Write today.

SEND FOR FULL DETAILS OF

PLANKWELD® Weldwood

PATENTS PENDING

Manufactured and Distributed by

UNITED STATES PLYWOOD CORPORATION

New York 18, N. Y.

and **U. S.—MENGEL PLYWOODS, INC.**

Louisville, Ky.

Branches in Principal Cities

Warehouses in Chief Trading Areas • Dealers Everywhere

THIS EXCITING NEW PRODUCT

UNITED STATES PLYWOOD CORPORATION (Dept. 630)
55 West 44th Street, New York 18, N. Y.

Please send me full details on how I can become a Plankweld dealer.

NAME _____

COMPANY _____

ADDRESS _____

STEEL WINDOWS

(*From page 29*)

Eight-light windows come in in 2′0″ and 2′4″ widths and heights of 3′-1½″, 3′-9½″, 4′-5½″, and 5′-1½″.

Twelve-light windows come in widths of 2′8″, 3′0″, and 3′4″ and heights of 3′-1½″, 3′-9½″, 4′-5½″, 5′-1½″, and 5′-9½″. (Except for a 2′8″ x 5′-9½″ size.)

The 16-light windows are 3′8″ wide and 4′-5½″, 5′-1½″, or 5′-9½″ high.

Double-hung steel windows are fabricated of sheet or strip steel. They are equipped with spring-type sash balances, and are weather-stripped. Some come fitted with screens and storm windows, while these items are optional with other brands.

Steel picture window frames for single-pane glazing are available in widths of 4′-5⅛″ and 5′-9⅜″ and a height of 3′-2⅜″. Such frames for single or double glazing are available in the same widths for heights of 4′-2⅝″ or 5′-3″. These match standard casements for separate or multiple window units.

Steel frames for fixed window panels are available in widths of 3′4″, 4′0″, and 4′8″ in heights of 4′-5½″, 5′-1½″, and 5′-9½″.

Steel basement windows are available in three sizes for two lights of 15x12 or 16 or 20 inches each. The over-all sizes are: 32⅞″ x 14¾″, 32⅞″ x 18¾″, and 32⅞″ x 22¾″.

The standard size for steel utility windows is 32⅞″ x 42¾″ with 15″ x 20″ vent lights and fixed lights of 15⅝″ x 19⅝″.

Several steel window manufacturers now provide complete inside and outside trim or inside casing and outside form surrounds for their casement and/or double-hung window units. One Southern manufacturer is marketing a steel window frame for installation simply by building the window buck around it as the walls are formed. All manufacturers supply special slim mullions for horizontal or vertical multiple installations of steel windows in single wall or corner construction.

As with other building materials, dealers find that displays speed sales of steel window units. Many dealers have built or remodeled their stores or warehouses to incorporate the more popular local types and sizes. When displays are impractical, some manufacturers provide midget window models.

As is the case in the sale of so many other key components in light construction, the dealer can multiply his profits when selling steel windows by seeing which of the following items the buyer will need: sash putty, caulking compound, caulking gun, extra glazing clips, fins, glass for openings, paint, brushes, and other accessories.

Sales and installation literature is available from manufacturers, along with advertising aids or suggestions. The Metal Window Institute offers the following suggestions to assure long service, good operation, and minimum upkeep of steel windows:

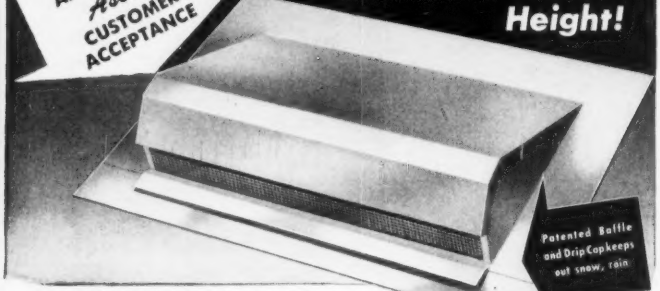
1. Avoid unnecessary roughness in loading and unloading windows. Do not drop windows from conveyance.

2. Stand windows upright on pieces of lumber to keep them off the ground and cover to protect against the elements. Heavy objects should

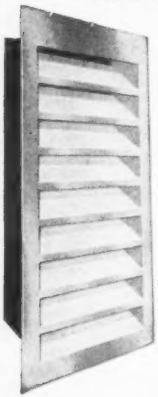
LESLIE LOUVERS

LARGEST *Air Capacity* . . . LOWEST *Overall Height!*

LOW PROFILE only 4½″ high BETTER APPEARANCE *Assures* CUSTOMER ACCEPTANCE



BOOST YOUR VENT SALES with PATENTED FEATURES of LESLIE ROOF and WALL LOUVERS



Your customers need *BIG* louvers to move hot air out of attics —louvers designed to speed natural air movement without employing costly fans, blowers, etc.

LESLIE Slant Roof Louvers are the largest capacity louvers designed to fit any roof—one size handles all hip roof ventilation requirements. Easily installed—patented features include overflashing below screened opening and DEEP baffle inside to stop wind-driven rain. Has 3″ flange all around. Made in ALUMINUM, GALVANIZED STEEL and 16 oz. COPPER.

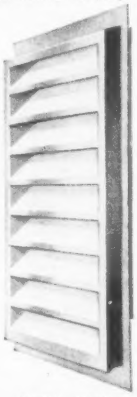
FLUSH FLANGE WALL LOUVERS

8″x8″, 8″x12″, 8″x16″, 12″x8″, 12″x12″, 12″x18″, 12″x24″, 14″x8″, 14″x24″, 18″x18″, 18″x24″, 24″x8″, 24″x24″, 24″x30″

For frame, brick or veneer walls . . . easily installed . . . front edges of louver vanes flush with frame . . . rear edges turned up for extra protection against driven rain. Aluminum or galv. steel.

SELF FRAMING BOX FRAME LOUVERS

For new construction or on re-siding jobs . . . integral center flange provides a sealing and attaching surface to sheathing underneath siding. Frame channels provide rigidity and eliminate dirt-catching corners where louver vanes and sides meet. A drip edge at the bottom and a sloping top are other exclusive features. 5 sizes from 8″ x 8″ to 12″ x 18″. Made in galvanized steel and aluminum.



Write today for catalog and prices. Your orders will receive our prompt attention.

FLUSH FLANGE WALL LOUVER
VFA Series (aluminum)
VF Series (galv. steel)

CENTER FLANGE WALL LOUVER
VBA Series (aluminum)
VB Series (galv. steel)

LESLIE WELDING COMPANY
2935 W. Carroll Ave. CHICAGO 12, U. S. A.

never be placed on a stack of windows.

3. Whenever it is necessary to remove wire or clips holding ventilators closed, be sure to replace these clips or wires as soon as possible and until hardware is attached.

4. First field coat of paint should be applied before glazing windows. If shop coat of paint has become scratched or marred, "touch-up" the general damaged surfaces before installation.

5. Protect ventilators and operating parts against accumulations of cement, lime, and other building materials by keeping ventilators tightly closed whenever possible. Do not allow workmen to use ventilators for supporting scaffolding, or muntins for ladders.

6. Set windows plumb, level, and square, and adjust all ventilators to close tightly and operate freely before surrounding masonry or other construction is started.

7. Attach hardware and glaze after all heavy construction work is completed. For glazing use a good grade of metal window putty or glazing compound. Be sure to "bed-putty" and use spring wire glazing clips which should be furnished by the glazier.

8. A finish coat of good paint will then assure lasting satisfaction and economy of maintenance inherent in metal windows.

Comics Fight Socialism

A new comic book depicting what life in America would be like under a socialized government has been published by the National Research Bureau, Inc., 415 North Dearborn Street, Chicago 10, Ill.

The four-color, 16-page comic book tells what happens when Jack Hanson, a "regular fellow," becomes blinded by promises of government - financed "security" and the price he pays in loss of freedom and individuality. It ends with the challenge, "You Must Decide."

Designed for distribution to employees and civic groups, copies are obtainable from the Bureau.

Screen and Sash Trends

In a recent nationwide survey, 48.2 per cent of responding homeowners said they preferred having screens and storm sash combined in a single unit.

Conducted by Ponderosa Pine Woodwork, the survey showed that the popularity of separate wood storm sash continues. Wood sash is being used by 84.9 per cent, and aluminum by 11.8 per cent.

STONEKOTE*

"The Modern Side Wall Protection"

STONEKOTE*, a fabricated stone material—can be applied over any surface such as frame, stucco, brick, cement or cinder block, insulation board, or plain wood studs and sheeting.

STONEKOTE* makes old buildings look new. In new home construction it adds the beauty of stone construction. It blends with any style architecture, and is always in good taste.

STONEKOTE* is smart, modern, unequaled for side walls for homes, apartments, motels, stores, churches, and other structures.

CHECK THESE FEATURES:

- Beautifies
- Insulates
- Strengthens
- Fire proofs

Being permanent it is vermin proof. It also ends painting — stops dampness, moisture resistant. Being fire proof—insurance rates are lower.

STONEKOTE* is used very successfully on low cost homes using open frame construction.

STONEKOTE* is a new development, has high insulating value and excellent exterior eye appeal.

Genuine **STONEKOTE*** combines nature's most durable materials: rock, fibres, quartz aggregate and mineral colors. No nails, no rust, no deterioration, and best of all no painting.

Call or write for full data on this profit making Side Wall Covering. Some desirable franchises open.

*Reg. U. S. Patent Office

STONEKOTE*

CORPORATION

2196 SOUTH 93RD STREET

WEST ALLIS 14, WISCONSIN

TREATING PLANTS

(*From page 32*)

Long-Bell yard in Oklahoma City, says one of the best sales arguments is that treated lumber offers an additional insurance policy.

"It is insurance that a homeowner can not otherwise obtain," he continues.

"Our volume increase as a result of this vat is not so great so far, since we have been in operation only seven months, but the increase is noteworthy. We treat from 25,000 to 75,000 feet a month.

"We confidently, expect a much greater increase in volume, with a substantial amount from outside Oklahoma City. As of now, it is a service that must be sold by personal contact, and that will be the responsibility of J. M. Long, who is in complete charge of our plant."

To assist Manager Long, however, Long-Bell has adapted highly effective pieces of manufacturer's literature. And Long-Bell has another effective sales argument in a portable unit, featuring a glass container instead of a steel tank, whereby the prospect can see the preservative process in action—with fluid impregnated into and withdrawn from a block of wood, all by vacuum.

The plant that actually performs the preservation process on preconstruction lumber costs approximately $30,000 to install. Its basic element is the vat, 6 x 6 x 34 feet.

Push-button controls can load the vat with as much as 7,000 feet of lumber at one time, after which the huge, air-tight lid is lowered into place mechanically. Then the process begins.

Operators are guided by a formula specifying the amount of fluid needed for a given amount of lumber, and gages measure this off with relative accuracy. Fluid, which is applied by manipulation of vacuum controls, weighs 7½ pounds per gallon and is applied at the rate of 20 gallons per thousand board feet. Lumber to be treated remains in the solution for from 15 minutes to an hour.

About two hours are required for each processing operation. So with a maximum of 7,000 feet an operation, 28,000 feet of lumber could possibly be treated in an eight-hour day. This indicates a theoretical peak capacity of 168,000 feet of lumber in a six-day week.

According to operators of the two Southwestern plants and John Wheatley, manufacturer's repre-

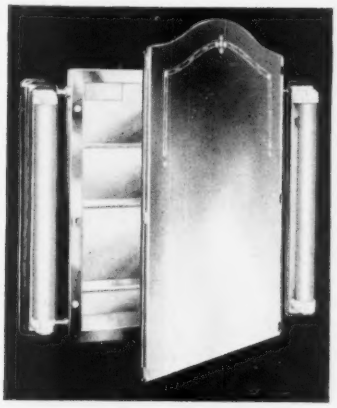
Newspaper advertisements like this one sell Long-Bell's Oklahoma City customers on the importance of using properly treated lumber in construction.

This Handy Display Sells More ALUMINUM MOULDINGS and makes More Profit than any display of it's size

THAR'S GOLD in them thar Premier "201" Sales Promoters

WRITE TODAY! ... ask how to get Display Rack FREE!

METAL TRIMS, INC.
P.O. BOX 1072 YOUNGSTOWN 1, OHIO



THE LAST WORD IN BATHROOM CABINETS

•

It would be difficult to conceive of a more beautiful, more complete or more practical cabinet than this Ideal model which is chrome plated inside and out. Yet it is very moderately priced.

Its fluorescent lights, which are operated from the main bathroom switch, provide such brilliant illumination that no other lights are required. The junction box, with which it is equipped, further reduces electrical installation costs.

Other features are: Copper-backed mirror. Piano hinges. Convenience outlet. Cushion-spring door stop. Razor blade drop. All wires encased.

WRITE FOR LITERATURE

18 Models

Write for descriptive literature on our complete line of bathroom cabinets.

IDEAL CABINET CORPORATION

Division of Deslauriers Column Mould Co., Inc.

7726 Joy Road Detroit 4, Mich.

The Ideal CABINET

Fitite SHAKES

COLONIAL CEDAR CO., INC.

600 WEST NICKERSON

SEATTLE 99, WASHINGTON

sentative, other processes of treating have been successful, but have not employed the vacuum process with a toxic water repellent. This heavy solution preserves against decay, blue stain, moisture and water absorption, swelling, shrinking, warping, checking, grain raising, and termites.

There is no repulsive odor; and lumber thus treated may readily be painted, for excess solution is drawn from the grain, as can be observed in the Long-Bell demonstrator.

This Dri-Vac protection equipment is designed so it can be used as a cold-dip tank for millwork, siding, flooring, and many types of dimension lumber, and also as a vacuum tank where deep penetration and heavy retention is necessary. The amount of retention of the toxic water repellent is controlled by the amount of vacuum and soak time.

The preservative used by these two lumber yards contains 5 per cent by weight pentachlorophenol, tetrachlorophenol, and 2-chlororthophenylphenol in a combination found to have great toxic value. The water repellent and toxic ingredients are said to be nonvolatile and non-leaching.

Incidentally, Manager Gleason plans to thoroughly educate all personnel in the use of the demonstrating unit and in advantages of treated lumber.

Because lumber thus treated is an excellent paint base within a few hours after being subjected to the process, there is no limitation on the amount of lumber to be treated and used in a house. Both Cowser and Long-Bell use, to great advantage, treated and untreated samples that have been exposed to weather over long periods side by side. Comparison in favor of the treated block is another powerful sales argument.

In treating, however, the generally followed practice at both yards is to process all building lumber from sub-flooring down. It is also recommended that cornice work and siding be treated.

And while the cost of processing is charged to the customer at the rate of $30 a thousand, both Cowser and Long-Bell have found that the additional cost to the owner is about two per cent of the cost of a new home.

Constant Door Slamming

How does the humidity affect the dimensions of a flush hardwood door? How does such a door resist unequal pressure along its surface? How long will it last when subjected to slamming?

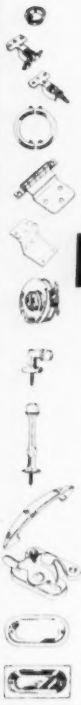
The answers to those questions soon will be provided the Mengel Company, Louisville, Ky., by the Timber Engineering Company in Washington, D. C.

The Mengel Company commissioned the TECO laboratory to thoroughly test a new-type door they have developed, preparatory to marketing it honestly and dramatically as to its proven merits.

Crane Joins Research

The Crane Company, Chicago, Ill., manufacturer of plumbing fixtures, has joined Revere Copper and Brass, Inc., in sponsoring the Quality House program of the Southwest Research Institute.

The purpose of this program is to assist merchant builders in maintaining highquality construction at lower costs.



AJAX
HARDWARE OF PRESTIGE

DOOR GRILLE
and Knocker Combination

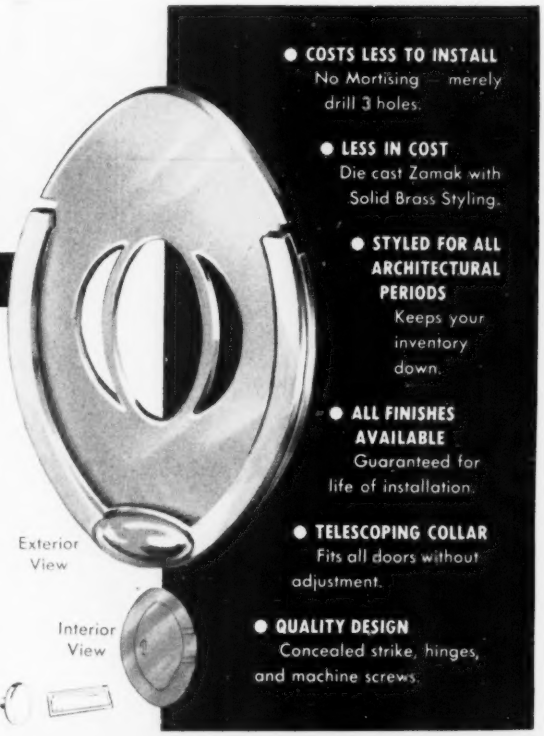
THE WINNER FOR 17,000 HOMES*

*Every home of Lakewood, the world's largest project (just outside Los Angeles) is equipped with AJAX Door Grilles. Smart buyers proved that this is the one door grille that combines smart appearance and low cost installation.

Write for Literature of Complete Line

AJAX HARDWARE
MANUFACTURING CORPORATION
4351 Valley Blvd., Los Angeles 32

A FREE GIFT FOR YOU. Meet us in St. Louis at the National Builders' Hardware Exposition, Sept. 18-21, Booth No. 62.



● COSTS LESS TO INSTALL
No Mortising — merely drill 3 holes.

● LESS IN COST
Die cast Zamak with Solid Brass Styling.

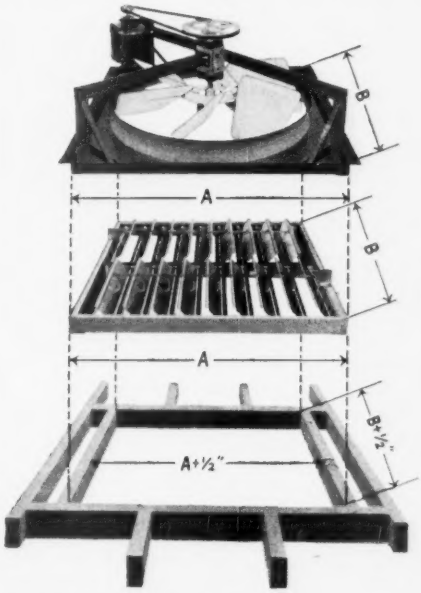
● STYLED FOR ALL ARCHITECTURAL PERIODS
Keeps your inventory down.

● ALL FINISHES AVAILABLE
Guaranteed for life of installation.

● TELESCOPING COLLAR
Fits all doors without adjustment.

● QUALITY DESIGN
Concealed strike, hinges, and machine screws.

The *Reed* Vertical
Air Discharge Attic Fan



Requires An Attic Clearance of ONLY 13⅜"

INSTALLATION DATA		
MODEL	FAN and SHUTTER A	B
RVU-24	32"	32"
RVU-30	36"	36"
RVU-36	42"	42"
RVU-42	48"	48"

CASH in on the increasing demands of thousands of home owners for the new, popular "lay down" Reed Attic Fan. Depend upon a Reed for low cost of installation, quietness, powerful air delivery and trouble-free service.

Write for Free, Completely Illustrated Catalog

Certified Ratings — PEMA

Reed

UNIT-FANS, INC.

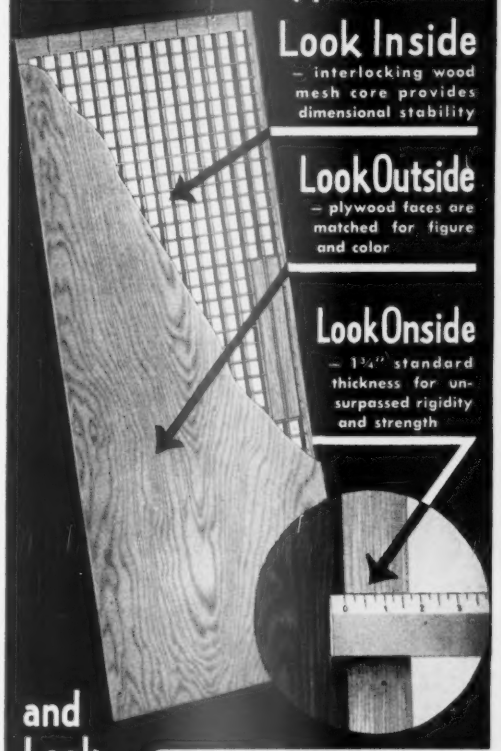
Manufacturers of Ventilating Equipment

1001 St. Charles Ave.

New Orleans 8

PAINE REZO DOORS
T. M. REGISTERED

beauties from every point of view



and Look

at the Unconditional Guarantee of Satisfaction

a product warranty backed by more than four million installations and the world's largest exclusive producer of cell-type flush doors.

Is it any wonder that Paine Rezo is the door most specified, most demanded and most insisted upon by architects and contractors everywhere. See Sweet's File or write directly for data bulletin.

Manufactured by the

PAINE LUMBER CO., LTD. *Oshkosh Wisconsin*

ESTABLISHED 1853

DYNAMITE!

(*From page 30*)

chances are good for this dealer to get his business for other building supplies, too.

Explosives manufacturers always look for a dealer who can do a business mutually profitable to himself and to themselves. Before seeking an explosives dealership, therefore, a firm should ascertain whether enough explosives are consumed in the area—without other supply sources—to justify such a venture.

A survey of potential explosives sales in the local area is worth the trouble before taking any action that will require much time and expense. If it is apparent that the local market is potentially profitable, the dealer should take these three steps to become an explosives retailer.

1. Contact the home office of the explosives manufacturer whose product he decides to sell. Some manufacturers offer exclusive dealerships. The company's branch office will help determine which types of explosives are needed for the local area; provide plans and specifications for storing explosives; teach the dealer's personnel how to "shoot" various kinds of jobs, and provide other important services.

2. After a firm has been designated by a manufacturer as a dealer, a license to handle explosives must be obtained if the local or state laws require one.

3. Before the first shipment of explosives arrives, it will be necessary to build a storage magazine. This magazine must be constructed and located according to state and local regulations. Specifications and other information are supplied by the manufacturer's branch office.

The main stock of explosives will have to be stored in a bullet-proof and weather-proof magazine —in an open area away from other structures.

In states where there are no legal requirements concerning magazine construction and location, the dealer should follow recommendations furnished by the Institute of Makers of Explosives. This organization furnishes dealers plans and specifications for storage magazines and rules for the safe handling of explosives. The dealer may get this information through his manufacturer or by writing to the Institute, 103 Park Avenue, New York, N. Y.

The dealer in explosives will also have to keep a small quantity of explosives and caps available for over-the-counter sales. This requires the construction of two more magazines—armored, trunk-like boxes. An opened case of dynamite or several bags of powder may be kept in one. Several cartons of blasting caps and fuses may be kept in the other.

So equipped for explosives sales, the DuPre company in Attalla, Ala., has proved that when it comes to extra sales in building supplies, dealing in explosives is really dynamite.

in Attic Ventilation, the RIGHT WAY is

WIND WAY

WINDWAY "RANCH HOUSE" FAN

The WINDWAY Vertical Discharge Ranch-House Package Fan was primarily designed to fit ANY type building EASILY. By the elimination of rubber cushions, spring mounts and canvas boots, installation costs, time and effort have been saved. WINDWAY merely sets ON THE FLOOR of the attic or on the trim of the well hole—and is NEVER fastened in any way — yet it moves the greatest amount of air quietly with absolutely NO noise or vibration.

MOTOR—is cushion mounted, oil-wick packed, forever noiseless. Has bronze sleeve guide bearings, ball thrust bearings, good for life.

FAN SHAFT—is oil-wick packed, forever noiseless, and has bronze sleeve guide bearings, sealed-in-grease, ball thrust bearings, good for life. Has two flats for set screws on blade end and one flat and key-way on pulley end.

FAN SHAFT HUB—is tubular. Rigidly supported by rectangular steel arms from four corners of fan frame—no possibility of movement or shake.

BLADES—of composition material that will NOT rust or twist. They are non-vibrating and "slam-smooth" to move large volume of air easily, with little friction.

BLADE SPIDER—Cast aluminum, double-set-screwed to shaft.

FAN SHAFT PULLEY—Steel, double-set-screwed and keyed to shaft.

MOTOR PULLEY—Steel, single-set-screwed. (Diameter of motor shaft does not permit two set screws).

BELT—Top-quality "V" size "A" for very long life.

WRITE FOR AGENCY PROPOSITION

WIND WAY FAN AND VENTILATOR CO.
531 St. Joseph St. • New Orleans, La.

How to Cut Home Construction Costs

Savings that can be effected in homebuilding through the use of modular coordination and engineered assembly methods were explained by James T. Lendrum, acting director of the Small Homes Council at the University of Illinois, to dealers and builders attending the fifth annual short course in residential construction.

The theme of the course was basementless house construction, and the subject was covered by several staff members along with Director Lendrum. He analyzed "Job Operations" in part as follows:

"A study of job operations is an analysis of the sequence of the work, to let you determine what is the most opportune time to perform each part of the total construction project. . . . Those of you who have attended the short courses before are familiar with a time study which we conducted in the assembly of six identical houses.

"We built the six houses in pairs. They were all built by union labor and by a contractor who had been building houses using standard materials and assembly methods. The first two houses of the group were built with no direction on our part as to the methods used in putting the houses together. The result was an assembly method which had been used for generations. . . .

"The second pair of houses, exactly the same in size and material, were assembled using different techniques. Some, but not all, of the same workmen were involved. Here again, we made detailed records of

the time required for each element of the work. When these houses were nearly finished, we started a third pair of identical houses. Again we controlled methods, trying to improve on the manner in which the house was assembled. Again we kept a detailed record of every man on the job. . . .

"As a result of these experiments, we recommended a few simple procedures, which have been used for many years by some of our advanced builders, but which are new techniques to many of the smaller operators. Our recommendations included:

"First, the cutting of lumber from schedules rather than from field measurements. This requires the use of engineered drawings, which include framing plans as well as the general plans showing room arrangement, room size and the location of openings. It is only normal to suppose that a draftsman or a builder working in his office can do a better job on wall framing from the lay-out standpoint than can a carpenter foreman working in the field, particularly when he has four or five men standing around waiting for him to tell them what to do. We felt that it was much easier to assemble the outside walls when they were in a horizontal position, resting on a subfloor, than it was to build them in place the way so many carpenters do regularly. It also eliminated toe-nailing on the lower end of the studs. Relatively long sections of the wall can be tipped into place by a standard-sized crew even after they are sheathed.

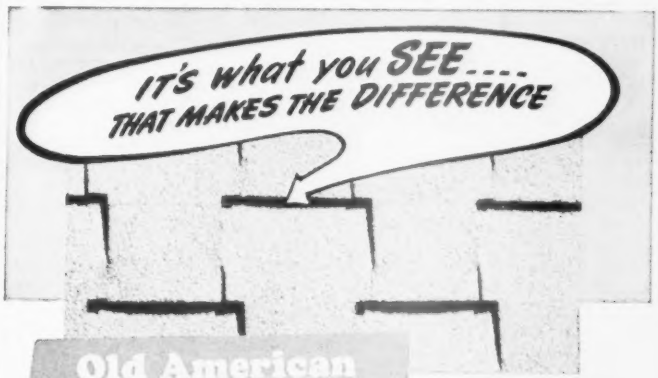
"Our second recommendation was one which we call the open-room method of assembling a house. This requires the use of a roof truss to span from one outside wall to another so that all load-bearing interior partitions are eliminated. Roof trusses with nailed joints are easy to build and are quite effective for the shorter spans. On the longer span trusses, it probably is advisable to use a ring connector which again is a relatively simple operation and if carefully done eliminates the necessity of building even the simplest jig.

"**After the roof** was in place and while the house was still one large open room, we applied dry-wall interior finish to the entire ceiling and other exterior walls. You can immediately see the savings involved on the ceiling alone. It takes just about as long for a man to fit and install a small panel in the ceiling of a closet as it does for him to fasten a 4 x 12-foot sheet of gypsum board in place on the ceiling of a large room.

"We trimmed out the window openings, installed the plumbing and carried all of the finish operations as far as possible before any interior partitions were placed. When you first try this system, you will be surprised to discover how easy it is to move around in one large room and how much simpler it is not to have to work in and out of doors and in small rooms—particularly when you are carrying trim, step-ladders, and all of the other things a carpenter needs.

"The last operation in the single room was to lay the finished floor. On this group of houses, we used a pre-finished oak floor and laid it over the entire house except kitchen and bath which received plywood and linoleum. We covered the oak floor with a laminated building paper, lapping the edges and fastening them down with a lattice strip tacked through into the joint of the finished floor. Then we installed partitions, cutting the stud 3/8 of an inch short so that the partition could be assembled on the floor and tipped into place without scratching the ceiling. We wedged from below with shingles and nailed through the single plate, top and bottom. We were told that our finished floor would be ruined before we had the wallboard in place on the partitions and the balance of the interior painting finished. The last operation was to remove the protecting paper and we found the floors to be in truly excellent condition.

"Now what did we gain by controlling the method by which the house was assembled? We saved 20 per cent in carpenter labor. We made savings in material through the organization of our wall framing. The total job was done for approximately 10 per cent less in dollars than we were able to do the same house when the same contractor was using familiar assembly methods."



Old American
LOKTITE
Asphalt Shingles

. . . And what you see that makes the difference is the deep, heavy shadow line that gives a LOKTITE roof its sturdy durable appearance.

ONLY LOKTITE HAS ALL THREE!

LOKTITE DOUBLE THICK BUTT

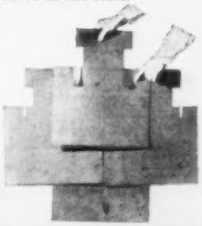
In the untretouched photograph, notice the double thick butt. This is the feature that produces the heavy LOKTITE shadow. Its distinctive, pleasing appearance will make Loktite a leader in the field.

DOUBLE LOCKING PROTECTION

The butt of each shingle is safely double locked at each exposed corner, the point of maximum strain. No other locking shingle has the Loktite double lock.

100% DOUBLE COVERAGE

Actually more than half of the roof has a triple coverage. There are *four* thicknesses at the butt.



The NEW *Exclusive* LOKTITE Double Locking Principle . . . Look at the back of the shingle for proof

Write or wire for detailed facts about Loktite

AMERICAN ASPHALT ROOF CORPORATION
Member Asphalt Roofing Industry Bureau

Kansas City 3, Mo. 7600 Truman Road | E. St. Louis, Ill. 31st. & St. Clair | Salt Lake City 10, Utah 1674 Beck | Ft. Worth 7, Tex. 2316 West 5th

SALES TECHNIQUE

(*From page* 27)

Just 7,000 names! Seven thousand people buy clothes regularly from Brown. But he has to admit that he can call the name on sight of only about 30 per cent of them. That's 2,100 men he knows on sight and he manages to add to the list regularly.

"Yes," admits Lloyd, "I've studied at it. I took a course in salesmanship in the university. And I took the Dale Carnegie course twice.

"But it doesn't do any good to take courses unless you work at remembering names. I could invent a system of my own that would be just as good. It isn't the system that counts. It's concentration on the objective! It's how much you want to be able to remember names and whether you see the importance of remembering names in connection with selling.

"And I find it easier to remember odd names than simple names. Koblitzler, for example, would be an easy one. But Brown," he grinned, "is a tough one, like Smith or Jones. I could do better if I had more time to work at it. As it is, I have a family, with church, Boy Scout, and Lions Club work making demands on my time."

It was with a slight betrayal of envy that Brown identified his most consistent competitor for volume as a widower, who doesn't run around, and consequently has much more time for concentration on the problem of selling more suits. Although there are at least 10 salesmen in that department, either Brown or the widower tops all others every month.

It must be admitted that, by the very routine of the sale, a clothing salesman gets the name of every customer. But other salesmen in that department also get names.

Too, it would be appropriate for the average salesman, regardless of line, to turn the page and pass on, excusing himself from further exposure. He might exempt himself on the grounds that his line of selling offers no such opportunity to gather names.

But that is exemption of a dubious claim. It seems to me that almost any salesman can be inventive enough to accumulate names and use them on customers —if he wants to.

Anyhow, Lloyd Brown built his list of 7,000 names from nothing. He has been a college-educated clothing salesman in one community, but not in the same store, for 25 years. But he wouldn't have that list of 7,000 regular customers if he had not trained himself to remember and use names.

"There are a great many people on that list," explains Lloyd, "who were sent to me by established customers. A man will come in and ask for me, introduce himself, and say:

" 'Joe Harper sent me to see you. He tells me that once you sell a man a suit of clothes you never forget him.'

"Of course, I can't remember everybody. As I said, I could do a lot better if I had more time to work at it." And his eyes slanted off to where the widower was busy selling a suit.

Lloyd's trained memory has earned him some unusual customers. One of them lives on Long Island, at least 2,000 miles from Lloyd's store in Dallas, Tex. But the Long Island man waits until he gets to Lloyd's store to buy all his clothes! And another, who travels constantly on a seven-league-boot scale, buys all his suits from Brown. His last order came from Cairo, Egypt.

Brown sells good clothes. But they are no better in quality nor price, nor any better advertised nationally, than other suits in other stores. Nevertheless, when I think of a suit of clothes, I think of Lloyd Brown. Calling me by name that day, when he'd only seen me once in my life and that more than a year before, made a lasting and indelible impression.

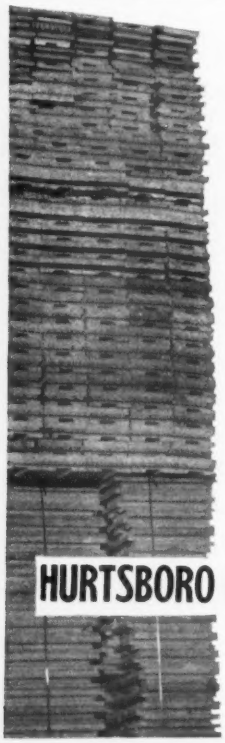
But you need not wait a year. Pick out a customer you've seen in your place several times. Find out his name, the ways and means being left to your contrivance. Next time, call him by name and see what happens!

It happened to me, and I know.

Foreign Products Shown

A complete line of Yugoslav building products were shown at the first United States International Trade Fair, in Chicago, Ill., last month.

The materials included timber products, decorative stone, asbestos cement tiles and pipes, processed marble, and cement.



OAK FLOORING AT ITS BEST

We are in a position to ship Oak Flooring with Air Dried Yellow Pine Boards. Also K. D. finish molding and all pattern stock in pool cars.

Block Flooring—6¾" and 9" to be laid in Mastic.

HURTSBORO OAK FLOORING CO., INC.

PLANT AT
HURTSBORO, ALABAMA
Phone 129

THESE STEEL BEAMS CUT BUILDING COSTS

The entire steel framework for the floor of this ranch-type home was positioned and bolted together in less than half a day. It is one of the Newton Grove development in East Memphis, Tenn., in which the two- and three-bedroom medium-priced homes are being built with the new "Junior Beam." Two-by-two-inch wood nailing strips are clipped to the tops of the beams. Over these a two-inch tongue and groove sub-flooring is applied, and then hardwood floors. Fewer concrete piers are required because of the steel's supporting strength. According to the manufacturers, the Jones and Laughlin Steel Corporation, Pittsburgh 30, Pa., completed Junior Beam construction is less expensive than wood.

Notes on Manufacturers

IRVING, TEX.: The Texas Panacalite Company, manufacturer of lightweight building, insulating, and scouring material from lava, plans to build a $100,000 processing plant here.

RUSSELLVILLE, ARK.: The Russellville stave and heading mill is being converted into a hardwood flooring plant. It will produce 25,000 feet of flooring a day.

HARRISON, N. J.: The Otis Elevator Company has resumed production of wood elevator cars and doors. It has set up an architectural woodworking shop and will offer a packaged product of all items used in elevator installation.

HEBER SPRINGS, ARK.: The Derby Lumber Company mill properties here have been purchased by the White River Lumber Company of Arkadelphia. The mill will be reopened soon and will specialize in crating material for auto and airplane motors.

WALTERBORO, S. C.: A charter of incorporation has been granted to the Edisto Lumber Company to manufacture and sell lumber.

JACKSONVILLE, FLA.: The U. S. Gypsum Company has completed the $50,000 expansion program that has been underway at the Evergreen Avenue mill for six months. The additions will increase output of wallboard, plaster, and plaster base.

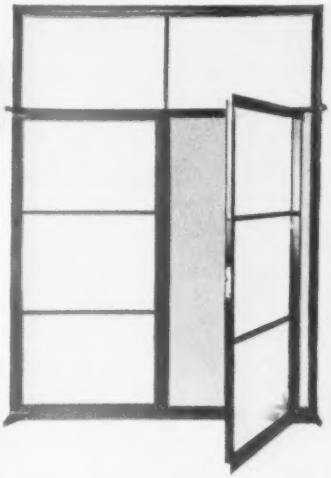
NIAGARA FALLS, N. Y.: The Wilsolve Corporation, maker of Wilsolve organic liquid solvent to eliminate floor sanding, has been sold to Lowebco, Inc., of Chicago, Ill. Edward Van Hoose, inventor of Wilsolve products, is now actively associated with Lowebco.

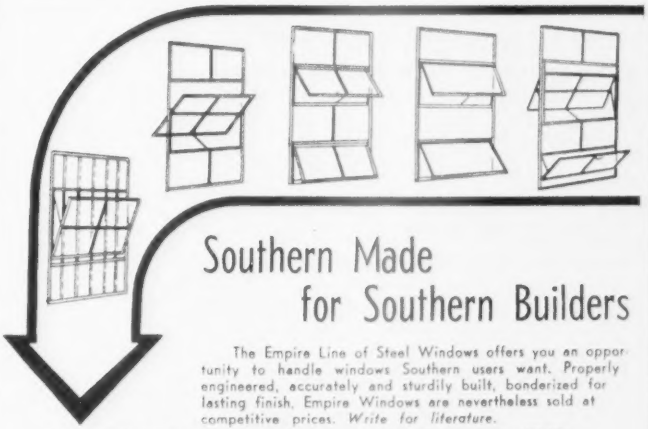
MONROEVILLE, ALA.: The Beatrice Lumber Company has been sold to the County Lumber and Supply Company of St. Louis, Mo. The

EMPIRE STEEL WINDOWS

A Complete Line of Finer Windows

Residence Casements
Architectural & Commercial
Awning Windows Commercial
Projected Windows Pivoted
Windows Security Windows





Southern Made for Southern Builders

The Empire Line of Steel Windows offers you an opportunity to handle windows Southern users want. Properly engineered, accurately and sturdily built, bonderized for lasting finish, Empire Windows are nevertheless sold at competitive prices. *Write for literature.*

DECATUR IRON & STEEL CO.

Decatur DECATUR DISCO ALA. USA *Alabama*

Serving Southern Builders for Over 60 Years

Free Literature

Order on the Printed Helps coupon. Cut from page 7.

H-15. PLASTER PROMOTION. A promotional package, designed to help plastering contractors "to make more money from modern, reinforced stucco construction and overcoating," contains prints of newspaper ad mats, a descriptive booklet, form letter for prospects, and details of Keystone's "action plan." It tells how to set up a sales force and working crews and how to get more prospects. The Keystone Steel and Wire Company, Peoria 7, Ill.

I-1. MATERIAL HANDLING. A comprehensive handbook has been prepared on the uses and value of industrial trucks. Its four parts cover the evaluation of truck handling, material-handling management, organizing a mechanized system, and construction data. Many diagrams and charts compare old and new methods of various operations that trucks can simplify. Single copies are $2.00. The Electric Industrial Truck Association, 3701 North Broad Street, Philadelphia 40, Pa.

I-2. FIREPROOF PLASTER. Two folders are available on fireproofing with lightweight Permalite plaster. They contain detailed drawings and a short-form specification that can be used verbatim for job specifications. One folder covers steel columns, giving specifications for 1-, 2-, 3-, or 4-hour fire ratings. The other covers suspended ceiling under non-combustible construction with a four-hour rating. The Great Lakes Carbon Corporation, Building Products Division, 18 East 48th Street, New York 17, N. Y.

I-3. "MARBLE For the Home" is a 12-page booklet for architects' files containing photographs of uses of marble in every room of the home. Brief copy gives selling points of each use. The Marble Institute of America, Inc., 108 Foster Avenue, Mount Vernon, N. Y.

I-4. ELECTRIC RANGE promotional helps are offered to dealers in a new 12-page booklet. It tells ways to get the fullest benefit from descriptive folders, store party meetings, recipe books, and advertising aids. The Electric Appliance Division, Westinghouse Electric Corporation, Mansfield, Ohio.

I-5. IMPROVED BUILDING PRODUCTS. The Producers Council's technical bulletin No. 57 presents new and improved building products for residential construction. It includes design details for installation of zoned heat control, insulation, wiring, baseboard radiant panels, sash placed to deflect breezes, gliding window units, and many other construction improvements. The Producers Council, 815 15th Street N. W., Washington 5, D. C.

I-6. ALUMINUM WINDOW UNITS. Sterling window, screen, and storm sash units are described and illustrated in two new folders. Catalog No. 1950-A covers commercial installations, and No. 1950-B shows residential uses of various sizes and designs. Sterling Windows, Inc., 369 Lexington Avenue, New York 17, N. Y.

I-7. "KITCHEN HINTS" is an attractive full-color booklet showing various arrangements of kitchen appliances and work space. Conveniences of each plan are explained. The back pages show all models and sizes of Kitchen Maid cabinets. The Kitchen Maid Corporation, Andrews, Ind.

I-8. ALUMINUM WINDOWS. Sizes and styles of Windalume double-hung aluminum windows and picture windows are sketched in a new folder. Specifications and installation details for various types of construction are included. The Windalume Corporation, 323 56th Street, West New York, N. J.

I-10. PERLITE FACTS. Two new reports contain comprehensive information on perlite plaster and concrete. Mix proportions in plaster, "k" factors, strength of concrete in several densities, and 17 detailed fire-resistance ratings are included. The Perlite Institute, 35 West 53rd Street, New York 19, N. Y.

I-11. ALUMINUM and its "complete ABC story" are the subject of a 96-page book offered to those requesting it on a company letterhead. The book tells aluminum history, what aluminum is, how it is made, and its many uses. The book discusses aluminum alloys, benefits, and consumption. The Reynolds Metals Company, 2500 South Third Street, Louisville, Ky.

I-12. TREATED LUMBER. A 44-page report covering 25 years of service records for "Wolmanized" pressure-treated lumber is offered. The third in a series of reports, this booklet brings up to date past records and adds new information. The American Lumber and Treating Company, 332 South Michigan Avenue, Chicago 4, Ill.

I-13. FILING SYSTEMS. "How to Simplify Your Files and Filing Systems" is a 40-page booklet outlining the essence of scientific filing. It covers the finding of filed material, file housing and protection, and retention or transfer of records, including use of microfilming. Remington Rand, Inc., 315 Fourth Avenue, New York 10, N. Y.

I-14. CENTRIFUGAL PUMPS. Performance tables, specifications, construction features, and general descriptions of the various types of Goulds self-priming centrifugal pumps are contained in bulletin No. 636.1. Goulds Pumps, Inc., Seneca Falls, N. Y.

I-15. FOAMGLAS INSULATION. A new 36-page booklet, "PC Foamglas, The Long Life Insulation For Commercial, Industrial, and Public Buildings," contains the complete story on normal temperature applications of Foamglas. It discusses uses in floors, interior and exterior wall linings, and ceilings. It shows trowel finishes that can be applied directly to Foamglas. The Pittsburgh Corning Corporation, Pittsburgh, Pa.

I-17. SEPTIC TANKS. The Housing and Home Finance Agency's technical paper No. 14 contains 84 pages of reports on studies of individual sewage disposal systems. It includes sketches of parts of these systems, statistics on septic tanks in the field, and summaries and conclusions of the tests conducted. The comprehensive book is available for $1.25 from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

"Zoning Law and Practice" is the subject of a comprehensive book by E. C. Yokley, Tennessee attorney and for over 10 years counsel for the City Planning Commission and Board of Zoning Appeals of Nashville. It thoroughly covers the early history of zoning, how to enact and enforce zoning laws, how to handle appeals, special types of zoning legislation, and the forms necessary for zoning laws and practice. This large volume is published by the Michie Company, Charlottesville, Va., law publishers, and costs $12.00.

"Why the Taft-Hartley Act?" answers that question with documentation concerning labor laws before it, its enforcement, and attempts to repeal it. The author, Irving G. McCann, general counsel for the House Committee on Education and Labor, 80th Congress, vividly describes the efforts of organized labor, Socialists, and the Fair Deal administration to thwart enforcement of the Taft-Hartley Act—class-less legislation as contrasted to the "class legislation" of the Wagner Act—and to have it repealed. He predicts a big battle in Congress next year to knock out this labor law. This book is published by the Committee for Constitutional Government, 25 East 42nd Street, New York 17, N. Y., for $1.00 a copy. It is pocket-size and contains 250 pages.

"Planning the Home for Occupancy" is a report of the American Public Health Association's committee on the hygiene of housing. The book deals mostly with providing adequate space in housing for decent family living. Dr. A. E. C. Winslow directed the research and publication. Its chapters take up (1) Problems of Home Planning; (2) Provision of Adequate Dwelling Space; (3) Basic Functional Space Needs; (4) Development of Space Within the Dwelling, and (5) Relationship of Rooms to Each Other and to the External Environment. *"Planning the Home for Occupancy"* is available for $2.50 from the Public Administration Service, 1313 East 60th Street, Chicago 37, Ill.

mill manufactures short-leaf Southern pine products.

OPP, ALA.: The T. T. Clark lumber mill has been bought by the C. L. Dickert Lumber Company at Brundidge. The plant is being closed for a month to install new equipment and modernize the building.

DUNCAN, OKLA.: Duncan Wood Products, Inc., a new planing mill, was opened here recently by A. C. Lutz. The firm makes door and window units, church furniture, and commercial fixtures.

MOUNTAIN VIEW, MO.: A $250,000 fire wiped out the Cloud Oak Flooring Company plant here recently. About 450,000 board feet of lumber was destroyed. Plans are underway to rebuild.

NEW ORLEANS, LA.: The American Creosote Works, Inc., was sold recently to Dallas Rupe and Son, Dallas, Tex., investment bankers. The company operates two creosoting plants in Louisiana and one each in Mississippi and Tennessee.

BEEBE, ARK.: E. A. Stewart plans to install a modern sawmill here soon. He owns one plant here, one in Hickory Plains, Ark., and one in east Texas.

Among the Wholesalers

SHREVEPORT, LA.: The American Metal Window Company has been formed here by Elgin A. Hamner, Sr., Elgin Hamner, Jr., and F. H. Hamner. The trio owned the American Concrete Block Company until its sale recently.

JACKSONVILLE, FLA.: The Coronado Company is building a new office and warehouse at 515 East Ninth Street.

OKLAHOMA CITY, OKLA.: Barney Stewart's wholesale business has moved into a new warehouse at 2400 South May Avenue. It has 18,000 square feet of storage space inside and about two acres of space outside.

AMARILLO, TEX.: The Long-Bell Lumber Company has been made wholesale distributor of Insulite insulating boards and hardboards in this area.

PHARR, TEX.: W. A. Meyer has joined the B and B Supply Company, plumbing and electrical supplies wholesalers, as assistant general manager. He formerly was with the Elledge-Meyer Supply Company in Oklahoma City, Okla.

BIRMINGHAM, ALA.: The Hinkle Supply Company offices have been redecorated with Masonite Leatherwood and an air-conditioning system installed. The firm distributes other Masonite products, roofing, heating, and air-conditioning equipment, sheet metal supplies, and aluminum products.

In the COAL SCUTTLE

"**MODERN** Coal Heater Week" is being planned for a three-way cooperative promotion of coal as the fuel for homes. The 11 Coal Heating Service groups in Southern cities, heater manufacturers, and their dealers are all working together to make this promotion a success. Details for taking fullest advantage of this plan can be obtained from the National Coal Association, 804 Southern Building, Washington 5, D. C.

"**KEEP** your records accurate, so they will be available in case government controls are again put into effect," urges Charles M. Farrar, executive vice-president of the Southeastern Retail Coal Association.

"**COAL IS** the one fuel that can go to war without deserting the homefront." That is the theme of special newspaper advertising supplied to CHS retailers for use during the present international disturbance. This special promotion material has been placed at the disposal of all coal retailers through their state and regional associations.

deluxe • velvetex • wood pattern • marble pattern

Every Panel is Genuine Marlite

Every panel—whether semi-gloss (unpolished) Velvetex Marlite or high gloss (polished) Deluxe Marlite—has the same genuine Marlite baked plastic finish, meets the same high test standards.

Marlite is the registered trade name for premium quality, factory finished wall and ceiling panels, manufactured exclusively by Marsh Wall Products, Inc., for more than 20 years. When your customers ask for Marlite, show them the name on the panel—their guarantee of satisfaction.

Wide scale advertising is telling more and more of *your* prospects about Marlite. Invite these prospects into your store, use the effective Marlite sales helps—make the most of Marlite!

for creating beautiful interiors

Marlite

manufactured exclusively by
MARSH WALL PRODUCTS, INC., DOVER, OHIO
subsidiary of masonite corporation

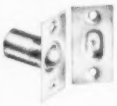
For Inexpensive Quality feature

ADAMS-RITE HARDWARE

Distinctive designs in solid brass, yet priced to sell—these are the reasons why Adams-Rite hardware can make an extra profit for you. Write for the complete story

FLUSH PULLS

JAMB BOLTS



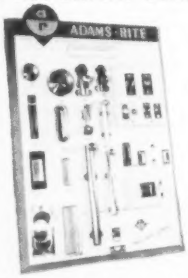
BALL LATCHES

EDGE PULLS

SURFACE & SLIDE BOLTS

CREMONE BOLTS

INCREASE YOUR PROFITS WITH THIS DISPLAY BOARD

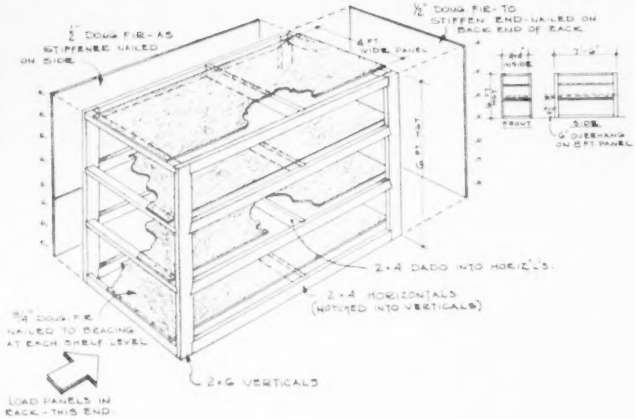


30TH ANNIVERSARY 1900—1950

ADAMS-RITE MANUFACTURING CO.

540 WEST CHEVY CHASE DRIVE, GLENDALE 4, CALIFORNIA, U. S. A.

Space-Saving Storage Rack for Hardwood Plywood



Sketch courtesy U. S. Plywood Corporation

BY KEEPING a dealer's stock of hardwood plywood compactly, neatly stored in minimum space, and in one convenient, easy-to-find place, a storage rack like that detailed above should soon pay for itself. The rack is easily constructed at small cost—particularly if done in the dealer's own shop or by his mechanics.

The verticals are specified as 2 x 6 lumber, with the 2x4 horizontals notched into them to provide plenty of support for the shelf loads. The horizontals are reinforced with 2x4s dadoed into them.

The full length of the rack is 7½ feet, allowing a 6-inch overhang at the front for ready removal of stocked panels. The inside width is 4 feet, 4 inches, to allow leeway for 4-foot-wide panels.

Although this rack is shown for three inside shelves, making the rack 6 feet high, the number of shelves—and the distance between them—may be varied to suit the dealer's plywood storage requirements. Panels of plywood nailed at the side and end will serve as stiffeners for the rack and also as guide and stop for loading.

Such a storage rack for hardwood plywood will make sure that plywood stock will not be chipped or scratched by loose lumber or other materials. The panels, however, should be stored face to face to provide maximum protection.

The rack will keep plywood clean and prevent bleaching of the wood due to exposure to light.

With such a storage rack, a dealer will find it easier to show a customer just how the several species or grades of plywood compare in a minimum time. It will also make it easier for a dealer to check up on his inventory to determine additional needs.

53rd Hardwood Meet

The National Hardwood Lumber Association has chosen the Netherlands Plaza Hotel in Cincinnati, Ohio, as headquarters for its 53rd annual convention, September 26, 27, and 28.

According to John W. McClure, association executive officer, the Korean crisis has incited greater interest in the convention as a source of information on the hardwood lumber industry's place in a war preparedness program.

The latest addition to the roster of convention speakers is Wilson Wright, chief economist of the Proctor and Gamble Company. His talk on "Economic Acrobatics" will review the rapid economic changes taking place recently and predict changes during the next 12 months.

Variations in Atlanta, Dallas, Miami Houses Described

WIDE VARIATIONS in the size, composition, and materials of houses built in different sections of the South are described in home-building studies made by the U. S. Bureau of Labor Statistics last fall and just announced to the public.

The typical house started in the Atlanta, Ga., metropolitan area was a one-story, detached, frame dwelling having four rooms and 780 square feet of floor space. It had a floor or wall furnace and a porch, but generally did not have a garage or fireplace, and rarely an attic suitable for finishing into an extra room.

For three out of four houses, the exterior wall material was all wood. The remainder were of frame construction surfaced with brick veneer or asbestos shingle. For one-family houses, dry-wall construction with gypsum board was used more often than plaster. Window frames were of steel in nearly all apartment structures, but wood was used almost exclusively in single-family houses.

The typical house started in the Dallas, Tex., metropolitan area was of the same construction as in Atlanta, but averaged five rooms with 820 square feet of floor space. However, gypsum board and other types of dry-wall construction were used for interior walls in practically all new units—houses and apartments.

Steel was most widely used for window frames, followed by wood sash and a few aluminum installations. Space heaters were used in most of the one-family houses.

The house constructed most often in the Miami, Fla., metropolitan area during the third quarter of 1949 was a detached stucco house with a porch and car-port. It had five rooms all on one floor, generally had no utility room, rarely a basement or fireplace, and averaged about 900 square feet of floor space. Stucco was the exterior wall construction for 91 per cent of the one-family homes, and with few exceptions plaster was used for interior walls.

Window frames were of steel for most houses and of aluminum for most apartments. Space heaters in a few houses and apartments was the only type of heating used.

Enjoined from Making Striated Plywood

The Federal District Court in Los Angeles, Calif., recently enjoined the Zero Plywood Corporation, its president, one of its distributors, the Back Panel Company, and its president from manufacturing or selling plywood that is embossed either with all the grooves running in one direction, or a modified material with two sets of grooves running not only parallel to the grain but also across the grain.

The plaintiff was the United States Plywood Corporation, which had alleged infringement of its "Weldtex" trade-mark, patent, and unfair competition. Judge Pierson Hall granted the preliminary injunction against the defendants.

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COMPLETE WINDOW UNITS

Equipped With Monarch Metal Weatherstrip

When you recommend to a builder that he buy precision-made Complete Window Units, assembled at the mill or by the millwork jobber, you offer him these 3 profit-making benefits:

1. He eliminates all waste of material, time and labor
2. He is assured of earlier completion of the job
3. He serves his clients better by giving them superior construction at no greater expense

Urge your customers to use Complete Window Units on his next project—he gains, his customer gains, and you help to keep costs down and quality up.

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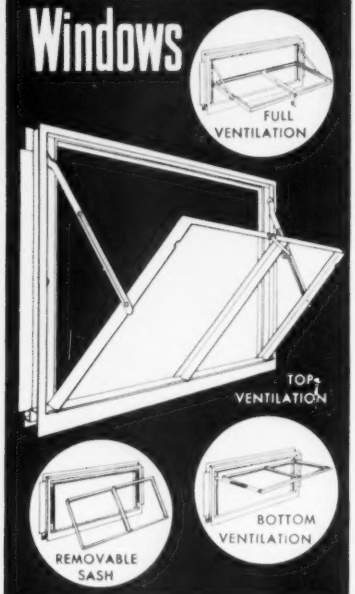
Steel *Basement* Windows



- **Adjustable Ventilation**
  Effortless operation gives any of three openings, or removable sash.
- **Weathertight Construction**
  Double contact with leak-proof watershed sill stops wind and rain.
- **Maximum Strength and Rigidity**
  Sturdy 14 gauge frame, electrically welded throughout. Fins welded to jambs for easy installation in block or poured concrete walls.

Also casement, utility and barn windows, Vento steel lintels for cost-saving block construction. Write for full information.

VENTO Steel Products CO., INC.

253 COLORADO AVE. • BUFFALO 15, N. Y.

MRS. HOSTETLER

(*From page* 39)

She sought help and advice from the directors when questions arose. And she devoured the contents of the trade magazines, which she says "were a great help to me."

"I was so afraid of rocking the boat those first weeks that I hesitated asking as many questions as I would have liked," she said. "Perhaps it was best getting my basic education in and learning to keep my mouth shut."

But Mrs. Hostetler's reserve covered much observation and much thinking. For she now meets architects, decorators, and building contractors. She discusses structural work with them, and calls upon the estimators when pricing and detailing arise.

"I have no hope of becoming an estimator. I couldn't be—I lack the technical background—but as I view the future I believe I shall find my place in sales and promotion," she continued. "I hope to do better what I am doing now."

Mrs. Hostetler stated her role modestly. For already the millshop has felt her personality through innovations.

On the second floor of the shop she has set up several millmade clothes cabinets suitable for apartment house or small home. These are quality products with adjustable shelves and drawers, for building contractors to see. She believes a contractor can be sold on the sight of one of these cabinets in a way that paper and blueprints never could provide.

The shop has felt her touch in other ways, too. Eager for the social well-being of her employees, she has outfitted a more comfortable rest-room and a first-aid station for them.

HOME EXPANSION

(*From Page* 31)

cooperate in collecting past due accounts, if that becomes necessary.

According to Lawson, the paying records of their financed customers have been excellent. The firm's own credit experience with open-account customers has remained good, too.

The Bailey Lumber Yards have used similar financing to promote materials for new homes. About half of these customers have come back for more materials to become regular "repeat" customers.

"We firmly believe," Lawson said, "that our home-expansion program is developing many more repeat customers for us." Some of their customers have returned as many as three times for help in financing small repairs.

The financing agencies solicit new business from those customers that pay off their installment loans promptly.

Cool Summer for $40

Homes situated where a well can be drilled can be cooled indoors for as little as $40 for an entire summer, according to the Plumbing and Heating Industries Bureau.

Water is pumped by an electric motor from the well and through coils. Warm air is drawn to the coils by a fan that also forces cooled air back to the rooms. A filter can be added to clean the air. Thermostatic controls make the system automatic.

The only expense is the cost of electricity for the pump and the fan.

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B More service to your customers

C MORE SALES

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Now practically any mill or jobber can furnish Arm-Glaze'd wood sash at standard price. Unlike putty, Arm-Glaze *stays* elastic; *never* gets rock-hard; won't crack, chip or crumble — gives *lasting* protection. For you, here's a real selling advantage!

FREE

Test Arm-Glaze at our expense. Write nearest Armstrong office for FREE sample of either Type M for wood sash or Type G for metal sash glazing.

Specify Arm-Glaze on the Sash You Buy . . . Use It on the Sash you Glaze

The ARMSTRONG COMPANY
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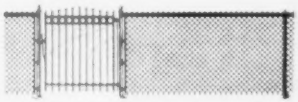
and RICHMOND, CALIFORNIA

While you're at it . . . Sell them a STEWART FENCE, A RAILING or some other accessory

Your customer may need a fence. Illustrated are two popular, low-cost Stewart fences that fill the bill for most homes. If it's a factory, a large estate or some other type of property, Stewart has a Chain Link Wire or Iron Picket Fence to meet all their requirements.

Iron Picket Fences are made in many designs, in plain and ornamental iron.

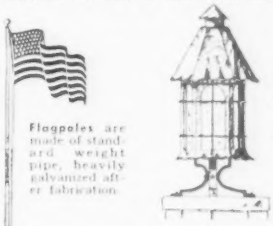


Chain Link Wire Fences are available in several heights, weights and styles.

Perhaps they need a railing for a balcony, the stairs, a porch or a stoop. Stewart produces railings for all purposes, in many designs in plain and ornamental iron.

Iron Railings are made in an unusually wide range to meet all home requirements.

Then, too, folks like to dress up their homes with ornamental iron lanterns, interior gates, grilles or treillage work. Some want flagpoles. We have all these items and many more.



Flagpoles are made of standard weight pipe, heavily galvanized after fabrication.

Ornamental Iron Lanterns — bracket and pier types—are available in many styles, sizes and finishes.

So whatever your customer needs along these lines, contact Stewart. Chances are we have it.

Our dealer plan is simple because there is nothing to buy and no stock to carry. It's profitable because Stewart products are priced to allow a good margin for the dealer. And sales resistance is reduced because you are selling nationally advertised products that are well known for their high quality. It will pay you to make Stewart your source of supply for iron and wire fence and metal specialties.

Write for dealer plan today. There is no obligation whatever. If you are interested in some particular item, tell us what it is and we'll send full details.

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Your customers want beauty, durability, longer wear and that's what they get when you sell *Wal-lite* Tile Board Panels. Selling "up on quality" instead of "down to price" results in greater customer satisfaction and more profits for you. Sell *Wal-lite* and you sell the best.

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Tile Pattern, Parallel-line, Stream-line, Smooth Surface.

SEE YOUR JOBBER

Wallace Manufacturing Company
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STORE REMODELED

(*From page 33*)

front entrance and elevation, which features a distinctive treatment of the firm name. But the management is prouder of the interior walls, which are covered with seven different types of materials in a variety of finishes.

New windows—products of several manufacturers—were also installed for continuing demonstration purposes.

Eli Wiener is president of the Wiener Lumber Company. Samson Wiener, a director of the Lumbermen's Association of Texas, is vice-president and general manager. Roy G. Pender is treasurer and sales manager, and Ed Phillips is secretary and office manager.

Use of Plywood for Sheathing Described

Results of tests of the racking strength of Douglas fir plywood when used as sheathing in walls are given in an article published in *Technical Bulletin* No. 13 of the Housing and Home Finance Agency. These tests were sponsored by the HHFA to provide information needed in regard to the use of lower grade plywood veneers as sheathing for low-cost dwelling construction.

Various methods of application of plywood sheathing are discussed and evaluated in this article. Test results indicate that the racking resistance of plywood sheathed walls is affected by (1) direction in which sheets are applied and whether long dimension is horizontal or vertical; (2) location and spacing of nails; (3) ability to retain resistance when subjected to wetting or vibration.

In using plywood for sheathing, the following design procedures are recommended: (1) construction should have the customary safety factor of approximately 2¼ times the design load; (2) deflection under design load should not exceed a reasonable amount, such as 0.25 inches for a wall eight feet high; (3) strength, when tested under ideal conditions, should be discounted slightly to provide equivalent strength when plywood becomes wet or is subjected to vibration.

Forest-Fire Losses Drop with Protection

Forest land in the United States under organized protection against fire reached an all-time high of 569,169,000 acres during 1949. In the same year the nation's forest fire losses were held to 15,395,740 acres, lowest in history.

The obvious relationships of these two facts are stressed in a recent report published by American Forest Products Industries of Washington, D. C., sponsor of the Keep America Green fire prevention education program. All figures used in the report are taken from official U. S. Forest Service statistics compiled for the calendar year 1949.

Today 30 states provide organized protection for all forestlands within their borders. Fifty-four per cent of last year's forest fires occurred on the 81,874,000 acres of unprotected land. They accounted for 83 per cent of the country's timber acreage loss.

The percentage of acreage loss from fire on unprotected land was 33 times greater than on timberland under organized protection.

WEL-BILT *FOLD-A-WAY* STAIRWAY

• SAVES SPACE
• IDEAL FOR SMALL HOMES
• ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

STRONG • EFFICIENT • SAFE

Wel-Bilt Stairways come assembled. THEY ARE easy to install at little expense, and easy to operate.

SOLD BY LEADING DISTRIBUTORS FROM COAST TO COAST

Manufactured by

THE WEL-BILT PRODUCTS COMPANY
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Memphis, Tennessee

During 1949 the average forest fire on protected forestland was confined to 29.9 acres compared to 33.5 acres for the preceding year.

More than 90 per cent of the fires occurring on protected forestland in 1949 were man-caused. Nearly one-third were listed as incendiary. Smokers started 17,442 fires on protected timberlands and careless debris burners accounted for 16,465.

Fireless Week

Dates for the annual Fire Prevention Week this year are October 8 to 14.

Featuring a joyous picture of a young mother swinging her toddling son up into the air, the campaign poster and literature stress this thought: "For their sake . . . Prevent Fire—Save Lives."

The National Board of Fire Underwriters has a variety of posters, stamps and stickers, leaflets, inspection blanks, and advertising and publicity aids for sale at cost to business firms desiring to help promote Fire Prevention Week. The address is 85 John Street, New York 7, N. Y.

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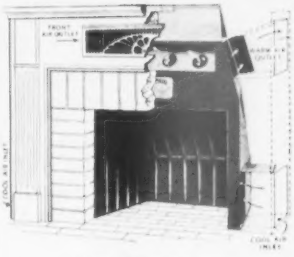
HEATFORM
The *Superior* Heat Circulating Fireplace
• most efficient and durable of all •



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Lumber Dealer Now Is "Abe, the Rail Splitter"

THE ONLY THING that kept Arthur Friedmeyer from being a better Abraham Lincoln was a slight shortage of whiskers. But that shortage of whiskers was overlooked because of Friedmeyer's popularity with his customers.

Arthur Friedmeyer is manager of the C. J. Harris Lumber Company's yard in California, Mo. He was selected by the American Legion to impersonate Abraham Lincoln in the historical pageant staged in that Missouri city on Armistice Day, November 11.

Everything went according to schedule except Arthur's whiskers. He discovered you can't grow Lincoln-esque whiskers in less than three weeks—all the time the committee gave him.

The week before the historical pageant, Legionnaires and customers began calling on Arthur to see how his whiskers were growing. When it became evident that he was not growing whiskers as fast as the committee desired, he was beseeched to forget about selling lumber and about the remodeling program under way, and to concentrate on growing his whiskers longer. Arthur is reported to have staunchly refused to neglect his business for whisker production and left the matter up to nature.

The historical pageant was held in the high school auditorium and the whole town turned out. Now almost everybody calls Arthur "Abe" or refers to him as "the Rail Splitter."

Arthur Friedmeyer has been in the lumber business since he was a small boy. He began in it while his father managed the C. J. Harris yard in Pilot Grove, Mo. He was later transferred to the yard

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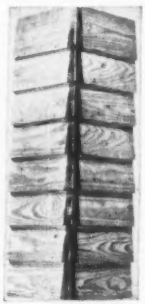

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You Read About It in
SOUTHERN BUILDING SUPPLIES

in California, which his father managed until retirement in 1932. Arthur, who had worked along with his father all this time, succeeded him as manager.

In September, 1948, when Arthur's father and mother celebrated their golden wedding anniversary, the C. J. Harris Lumber Company presented them with a gold clock.

Armed Forces to Get Prefab Houses

Twenty-seven per cent of the military rental housing units under construction for the Armed Forces are prefabricated dwellings, the Prefabricated Home Manufacturers Institute reported.

Prefabricated units comprised 2,800 of 10,200 dwellings under way in the Wherry Act housing program early last month, according to figures released by the Department of Defense.

Largest of the prefabricated projects under way is construction of 1,000 units at Fort Bragg, N. C. Six hundred of the dwellings are to be in 100 garden-type apartment buildings. The other 400 are three - bedroom single family houses.

At Fort Leavenworth, Kan., 152 prefabricated homes are under construction. All these units are three-bedroom detached dwellings.

These projects are being erected by private builders who were awarded the jobs upon the basis of competitive bidding.

The HOO-HOO LOG

Florida cats will be hosts to the national convention next year in Miami, according to State Deputy Snark John H. Dolcater.

ST. PETERSBURG, FLA.: At a first-class concatenation August 15 at Selama Grotto Hall, 20 kittens became full-fledged cats under the supervision of the Tampa Degree Team. Officers elected for the new fiscal year were Ross C. Lyons, president; H. Gray Eckles, vice-president; Robert A. Francis, secretary; Lorin B. Smith, treasurer, and Walter E. Ruch, Hugh Coil, L. F. Gregory, William Whittaker, and Austin Newman, directors.

ORLANDO, FLA.: The Central Florida club held its annual meeting to elect new leaders at the Duck Inn on August 10. John W. Rourk was made president; Thomas A. Brotherson, vice-president; George S. Guild, secretary, and E. M. Ivey, treasurer. Director cats include Max J. Millitzer, George H. Dorman, Phil Igou, Valdeen Thomas, and A. J. Thomas, Sr.

TAMPA, FLA.: Tampa cats also have a new set of officers, with Asher Culp being honored with the presidency. Allen Ramsey is now vice-president; W. R. Davis, Jr., secretary, and Herman Rosenberg, treasurer. New directors include Ray Del Valle, W. W. Logan, Sr., Robert Mygrant, Charles Presnell, and John Rayl, Sr. The Tampa club's Hoo-Hoo lounge room, Room 403 in the Floridan Hotel, is open to any cat visiting Tampa, through a local member.

MIAMI, FLA.: September 9—Hoo-Hoo Day—was observed by the Miami cats, their wives, sweethearts, and children with a barbecue and dance. The new Miami Hoo-Hoo officers are Fred Grooms, president; William D. Long, vice-president; W. S. Wightman, secretary; W. A. Brady, treasurer, and C. A. Cameron, G. C. Wakefield, F. H. Lee, W. H. Peeples, and George H. Trine, directors.

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Points 200 to 250 1⅝" to 3⅝" width pickets per hour with planer-smooth finish. No sanding required. Adjusts to cut any degree of sharpness or bluntness of picket point. Light enough to carry to stock pile —wt. only 38 lbs.—yet strong and durable enough for year after year use. 28" high. Hand operated. 30" long handle provides easy leverage. Anyone can operate. Enables you to utilize odds and ends of lumber profitably. Seven day delivery. Send today for literature.

Net price $52.50 f.o.b. Wilmette, Illinois. (Where state sales tax applies, add tax.)

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PRECISION folding stairway

- No springs—Actuated by counterweights
- Easy to operate
- Safety treads on steps
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NOT BY CHANCE BUT BY DESIGN.

- PEDESTAL FANS
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CIRCULATORS & DEVICES MFG. CORP. Brooklyn, New York

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is safer, faster, less expensive?

If you have experienced the roar and damage of a falling ceiling—there is little we can tell you about Dry Wall Construction. Mr. Carl G. Lans, Technical Director of the NAHB says, "Before the war, everything was lath and plaster; now it is a rare thing in residential construction. Dry wall has proved satisfactory not only because it is much more economical, but also because it produces a true, straight wall . . . and eliminates the introduction of many gallons of moisture into the house."

For 32 years Homasote has been used for Dry Wall Construction—in millions of dollars of private homes.

Dry Wall Construction – with Homasote Big Sheets – offers many major advantages . . . The average wall is covered with a single sheet; batten strips and unsightly wall joints are eliminated. You get walls that are permanently crackproof, ideal for paper or paint, lending themselves to modern decorating effects, modern mouldings and trim . . . Let us send you performance data and illustrated literature on Homasote and allied products.

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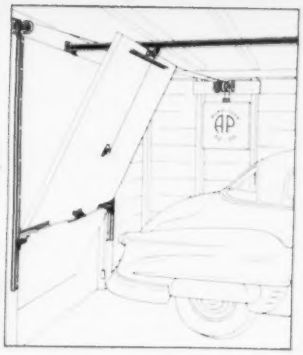
ALLITH 50-50 PUSH-OVER GARAGE DOOR HARDWARE

Easy to Install . . . Lasting Satisfaction



Combine the expertly-designed Allith garage door hardware with your own or any standard door. Result . . . a rugged, easily-operated overhead door that gives full and lasting customer satisfaction.

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DANVILLE, ILLINOIS

Only **TRADE-WIND** MAKES THE

CLIPPER CEILING VENTILATOR

. . . better 5 ways because—

1. Mounts in ceiling directly above stove—instantly catches heat, grease and odors as they rise.
2. Only an inconspicuous "dripless" ceiling grille is visible, yet unit easily installed.
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5. Available everywhere. Stocked by dealers coast to coast.

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Name _____

Address _____

Lumber dealers should know these facts about pressure-treated lumber

FIRST

PROTECTION—Treating of lumber preserves it—just as alloys preserve metals. The purpose is to protect lumber against costly rot and termite damage.

SECOND

PRESSURE TREATMENT vs. Surface Application—Authorities say that pressure treatment provides the only *sure, lasting* protection to lumber.

THIRD

OTHER QUALITIES TO LOOK FOR—For greatest usefulness, preservatives also should be *clean, odorless, paintable, non-leaching* and *non-corrosive.*

For complete information about WOLMANIZED Pressure-Treated Lumber, write for free booklet.*

*Reg. U.S. Pat. Off.

FOURTH

WOLMANIZED Pressure-Treated Lumber combines *all* these requirements—*lasts 3 to 5 times longer* than untreated wood, because it's treated under 150 lbs. pressure per square inch. Protection is deep in the wood fibers. It's clean, odorless, paintable, non-leaching, non-corrosive. Wolmanized Pressure-Treated Lumber has been proved in use for over 25 years. It will prove its value to your customers and boost your good reputation as a dealer who knows the answers to rot and termite problems.

AMERICAN LUMBER & TREATING COMPANY

General Offices: 1680 McCormick Bldg., Chicago 4, Illinois

Branch Offices: Baltimore, Boston, Jacksonville, Fla., Little Rock, Ark., Los Angeles, New York, Portland, Ore., San Francisco

It pays to use . . . WOLMANIZED PRESSURE TREATED LUMBER

Feature

THESE 2 NEW TYPES OF

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All-Purpose WINDOW MATERIALS

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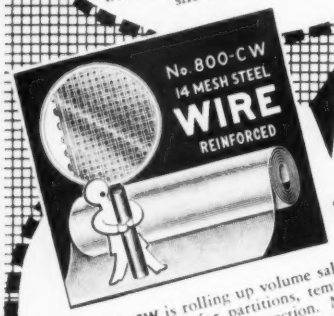
No. 700-W has no rival! Positively new and different from anything on the market! 4 x 4 mesh of rustproof aluminum! Feather-light yet sturdy! Full transparency! High ultra violet ray transmission! A fast-growing favorite for hot and cold bed frames, chick house windows, etc. where its light weight plus tensile strength are most useful.



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No. 800-CW is rolling up volume sales to contractors and industrial users for partitions, temporary windows, windbreaks and scaffold protection. Made of 14 x 14 mesh, coated with tough TENITE. Ideal for heavy duty uses such as doors and windows in farm animal buildings, sheds and basements, skylights and storm insulation for barns and equipment shelters. Available in 2 widths to make sales easier: 36" and 28" wide.

Use your 8-ROLL CAPACITY DISPENSING DISPLAY FLOOR FIXTURE to help you sell *all* 6 types of R-V-LITE

Available at nominal cost with Special R-V-LITE ASSORTMENT R-V 550-D

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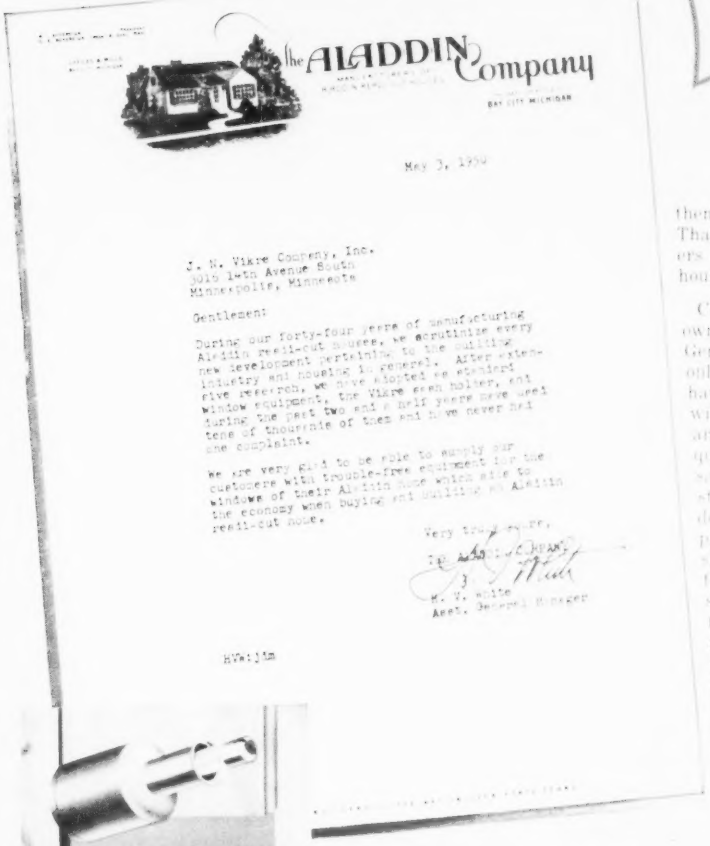
Genuine VIKRE SASH HOLDERS



the ALADDIN Company
BAY CITY MICHIGAN

May 3, 1954

J. N. Vikre Company, Inc.
3016 14th Avenue South
Minneapolis, Minnesota

Gentlemen:

During our forty-four years of manufacturing Aladdin ready-cut houses, we scrutinize every new development pertaining to the building industry and housing in general. After extensive research, we have adopted as standard window equipment, the Vikre sash holder, and during the past two and a half years have used tens of thousands of them and have never had one complaint.

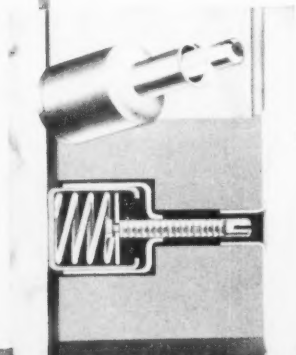
We are very glad to be able to supply our customers with trouble-free equipment for the windows of their Aladdin homes which add to the economy when buying and building an Aladdin ready-cut home.

Very truly yours,
The Aladdin Company
H. V. Hoite
Asst. General Manager

HVW:jtm

"Tens of thousands of them—and never had one complaint." That's the record of Vikre Sash Holders in the famous Aladdin Readi-Cut houses all over the nation.

Contractors, carpenters and home owners everywhere have found that Genuine Vikre Sash Holders are the only spring tension type holders to have all moving parts fully encased... will not stick or bind. Vikre Holders are quickly and easily installed, requiring only one hole drilled in the sash. Designed for both new construction and modernizing old windows. Sturdy brass face plate with patented adjustable steel spring tension holds sash securely in any position. Only one holder required per sash. Once adjusted, Vikre Holders require no further attention . . . act as an efficient anti-rattler. Sell genuine Vikre Sash Holders wherever there are windows and for windows everywhere. Ask your jobber about our money making display and merchandising deal.



FREE DISPLAYS

TWO SIZES

Genuine Vikre Sash Holders are now available in two popular sizes:

Model VSH-57 7/8" dia. for Check Rail Sash
Model VSH-20 3/4" dia. for Plain Rail Sash

J. N. VIKRE COMPANY, INC.
3016 14TH AVE. SO. **MINNEAPOLIS, MINNESOTA**

Quick demonstration! Quick Sale!

NOW LUMITE SELLS ITSELF!

Mr. W. I. Leonard, paint and hardware dealer of Washington, North Carolina, tells you how to increase your sales of Lumite.

Lowe Brothers PAINTS

LEONARD'S PAINT & HARDWARE STORE
Lowe Brothers Paint and Kem-Tone
HARDWARE
WASHINGTON, N. C.

January 23, 1950

Mr. George H. Day, II, General Sales Mgr.,
Chicopee Manufacturing Corporation,
47 Worth Street,
New York 13, New York

Dear Sir:

Lumite has really proven an asset in hardware trade. I can highly recommend Lumite Screening to other dealers as it is merchandise that sells itself once introduced to the trade. I am thoroughly convinced of its durability because I have given it several tests and know that it will do all the things that you say it will do.

My success with it has been that I have proven to my customers the things it would do. I kept a sample in salt water for several days to show that it would not rust. Another big selling point is to stand on a framed sample to prove that it is stronger than metal screening and will not bulge.

I have been selling Lumite Screening for three years and now Lumite sells itself. Satisfied customers are telling their neighbors and my sales have increased tremendously. People come in now and call for Lumite Screening.

Very truly yours,

W. I. LEONARD

W. I. Leonard
LEONARD'S PAINT & HARDWARE STORE

WIL/R

Lumite—ideal for every exterior use!

It's easy to convince customers of the work-saving and worry-saving advantages of Lumite. For Lumite is *guaranteed rustproof!* It's long-lasting . . . won't stain trim or walls . . . can't sag or bulge when adequately framed . . . never needs protective painting . . . is easy to install. Demonstrate these terrific advantages and you make the sale—it's a sales-proven fact wherever Lumite is sold.

GET GOING . . . GET LUMITE!

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SARAN SCREEN CLOTH

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